Connecticut Industry



July 1931

The Business Man and His Trade Association By A. H. Morrill

Connecticut and the Army Air Maneuvers By Joseph E. Lowes

YOUR SALES MESSAGE ON THIS PAGE

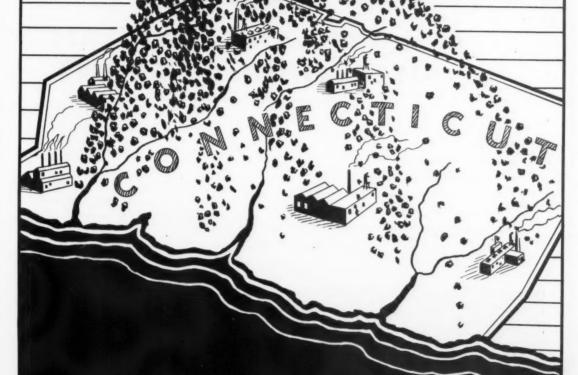
will reach

MANUFACTURING EXECUTIVES IN CONNECTICUT

Ask about our non-competitive advertising plan

COAL

dropped at your door in 24 hours



T. A. D. JONES & CO., Inc.

Bridgeport

NEW HAVEN Hampton Roads

Nam Vant



The Californian and Captain William Lyons

Commodore of the fleet—58 years in the American Merchant Marine—43 years in the service of American-Hawaiian—Captain William Lyons—with the Nova Scotia fishing fleet at the age of 13—3 years later a seaman in the North Atlantic trade—a sailor on the first 4-masted schooner ever built in the United States—Captain at the age of 28—competent, calm and resourceful, the worthy master of the flagship of the American-Hawaiian fleet.

AMERICAN-HAWAIIAN STEAMSHIP COMPANY

Superior Coast-to-Coast Service

The operation of superior coast-to-coast service is more than a matter of desirable schedules, economical rates and the other tangible advantages. Upon the spirit and integrity of the masters of the fleet, upon their judgment and experience, rests the safe delivery of every vessel and every cargo entrusted to their care.



CONNECTICUT INDUSTRY

published monthly by

The Manufacturers Association of Connecticut, Inc.

Phones 2-1157 2-1158

SUBSCRIPTION PRICE \$1.50 THE YEAR

EXECUTIVE OFFICES 50 LEWIS ST., HARTFORD

20 CENTS THE COPY

L. M. Bingham, Editor

Entered as second-class matter January 29, 1929, at the post office at Hartford, Conn., under the Act of March 3, 1879.

VOL. IX

JULY, 1931

No. 7

Contents

Articles		Departments	
T .	Page	1 - 4	Page
THE BUSINESS MAN AND HIS TRADE ASSOCIA- TION	5	President's Page	4
		INDUSTRIAL BRIEFS	1.
This article tells how trade associations started, what they are doing and what may be expected of them.		Around the World News	29
		Transportation	3
VERMONT—THE LAND OF SCENIC SURPRISES	10	FOREIGN TRADE TIPS	3
By A Member, Vermont Service Bureau		ACCOUNTING HINTS FOR MANAGEMENT	3
In this article, the third of a series telling of New England's recreational advantages, the author stresses the superiority of Vermont's trails.		How's Business	3
		MATERIALS—EQUIPMENT—BUILDINGS	3
Connecticut and the Army Air Maneuvers .	27	Exchanges	4
By Joseph E. Lowes, Jr.			
A glowing description of the army air maneuvers, the dedication of Rentschler Field and Connecticut's place in the aviation world.		Next Month	
A Conference on the Management Prob- lems of Small Industries	13	PROPER HANDLING EQUIPMENT CUTS COST A TRIP THROUGH CONNECTICUT	

CHAIRMEN OF COMMITTEES

Workmen's Compensation, Howell Cheney Finance and Taxation, Guy P. Miller Industrial Relations, James W. Hook Agriculture, Wilson H. Lee Traffic, W. H. Pease Power and Waterways, F. S. Chase Research, John H. Goss Legislative, E. Kent Hubbard Highway Safety and Scenic Restoration, F. S. Chase Foreign Trade, H. F. Beebe

OFFICERS AND DIRECTORS

E. KENT HUBBARD, President JOHN H. Goss, Vice-President ROBERT C. BUELL, Secretary-Treasurer

R. H. WHITEHEAD
W. R. WEBSTER
THOMAS J. SEATON
E. S. DAVIS
JAMES L. GOODWIN
G. E. HAMMANN
WILLIAM G. PARK
R. LELAND KEENEY
FRANK GOODCHILD
C. R. GARDINOR
A. E. PAYSON
F. H. LEE
C. D. MORRIS
G. E. HAMMANN
E. G. BUCKLAND
E. W. CHRIST

ADMINISTRATIVE STAFF

C. L. EYANSON, Assistant to the President
W. A. DOWER, Industrial Secretary
J. E. WUICHET, Executive Assistant
L. M. BINGHAM, Editor Connecticut
Industry
N. W. FORD, Traffic Manager

DEPARTMENTAL STAFF
M. R. RAITES
M. T. MONTGOMERY

DEPARTMENTAL STAFF
M. R. RAITES M. T. MONTGOMERY
R. C. JOHNSON
K. M. EDGERTON
A. M. MURPHY
A. D. MIGLIORA
W. E. ZIGLATZKI

Europe and the Moratorium

As far as I am aware, President Hoover's suggestion of a moratorium on war debts was first advanced some weeks ago by Senator Bingham. The Senator claimed for such a plan just what is likely to be achieved.

President Hoover's announcement to the world has been received in Europe, if we are to be guided by the comments of the press and by the general conversation which one hears in public places, with acclaim. It is receiving the consideration and thought which an epochal pronouncement of this kind ought to receive. Apparently politics on this side of the water and in America has been cast aside in a really serious effort to drive home this center spike in industrial and financial rehabilitation.

There is no doubt but the relationship of the United States with the peoples of all European countries has been materially strengthened. There is no doubt that the President's utterances will have far reaching effect not only in the direction of reparations and debts but in the matter of disarmament, the development of foreign trade, and the general recovery of a sorely pressed world to peace and prosperity.

It will probably never be known whether or not Senator Bingham consulted the President before he gave voice to the thought of a moratorium, but there was brilliance in that thought.

Paris, France

Collect Kessash



The Business Man And His Trade Association

by A. H. MORRILL

President of the Kroger Grocery and Baking Company and the National Chain Store Association

> The trade association is constantly increasing the knowledge of each of its members by acting as a clearing house for the exchange of ideas.

ROM confidence—out of which grew a frank exchange of ideas—out of which grew cooperation, first sprung trade associations. In these rest their present values. Out of these must come their future possibilities.

Let me give a homely illustration of the real basic purpose of trade associations. If a friend of mine in New York has one dollar and I have one dollar, and we swap dollars and the transaction is completed, we each have one dollar. If this same friend has an original idea and I have still another idea on the same subject and we swap ideas, we each have two ideas. The basic service that the trade association renders is to increase the ideas and knowledge which each of us has, thus making each of us richer than we were before.

We all recall, perhaps from our earliest childhood, the fascinating tradition, recorded in the Bible's Book of Genesis, of the tower of Babel and the confusion of tongues which the Lord inflicted on its builders to the consequent interruption of its completion. I use the word "interrupted" because while the tower was not completed, the human progress of its builders went on uninterruptedly. The development of the human race continued, but in ways quite different from the erection of useless masses of masonry. By translating the ancient Tower of Babel into the modern Trade Association we have a fairly exact parallel. Confusion of tongues from the beginning of time has

fallen on men and business engaged in human activities. It is only through confidence, cooperation and exchange of ideas, best exemplified in the trade association, that we can have unity of plan and purpose.

Trade Association Movement Not New

Man is naturally gregarious. He flocks together for mutual protection, for the strength, courage and development of ideas which close association and continuity of action produce. It is this very inherent tendency that produces the trade association. Today we think of the association as a product of present-day business. In fact, it is centuries old, for we find the first authentic record of it in England in the 15th century when it was called a guild. At different periods of its existence, this guild did different things, often strange things. The shoemakers' guild agreed on the prices at which shoes should be sold. At other times, the guilds set the wages of labor. For long periods, their closely-knit organizations were among the most influential of local political forces. But as we view these guilds in retrospect, we see that they were at all times in a state of transition, not apparent then, but clearly seen today. They were changing, developing and crystallizing. Trade associations are the direct and legitimate offspring of the guilds. They have had their greatest development in this country during the last two decades. But during all of this development their purposes and policies, sometimes poorly defined and not clearly seen, have been the same. First and foremost, their purposes have been to satisfy the instinctive tendency toward grouping, and second, to reap whatever benefits might accrue through intercourse between their members. During the comparatively brief history of trade associations, as we know them, they have in a broad sense imitated the much longer history of guilds. There have been attempts at delimiting trading areas, limitation of production, and other perfectly natural but unsuccessful efforts to control, by common consent, the effects of enforced and unlimited competition. It is interesting to note, in passing, the extent to which these associations have developed in numbers

Cooperative Market Development Activities

and expenditures during recent years.

More than one hundred national trade associations are now expending a total of more than twenty million dollars annually in promotional activities to extend the markets for their products. This leads to direct contact between the national trade association and the general public, particularly when advertising and publicity are among the instruments of cooperative effort. The amount expended in cooperative advertising alone has been multiplied ten times since the establishment of the American Trade Association Executives. There are signs on the horizon today that as a result of this increasing expenditure and activity, in another ten years, cooperative market development on a nation-wide scale will be generally accepted as

In this era of rapid change in economics and public sentiment the employer's point of view can only be presented to the public through associations which speak the consensus of their members' opinions.

a regular trade association activity.

As far as one can judge, association advertising, both in financial outlay and direct results, is the most important activity of associations. It tends to destroy popular fallacies and unjustified objections. It tends to, and does, to a degree, regain lost markets. It will hold for a time at least the market for merchandise or products threatened by innovations. To a marked degree it will protect against foreign competition. It cannot be standardized, but must be changed to meet new conditions and must be framed to fit different objectives. It cannot take the place of individual advertising effort. As the child of an outgrowth of the trade association, there is not better practical exhibit than that of the California Fruit Growers Association's advertising. This Association is more than a trade organization movement, but it illustrates what confidence, exchange of ideas and cooperation can do for an industry in one state by carrying its virtues into other states and holding its position even against producers located vastly nearer centers of consumption.

Voices Industry's Opinion on Economic Problems

At the moment and as a result of the world-wide business depression, government officials, business men, leaders of labor, are discussing the possibility or perhaps the necessity of reduction in wages as a part of the remedy for our economic ills. Without regard to the pros and cons of this serious question, it is important that it be determined as nearly correctly as is possible. We are in an era of rapid changes. A change in public sentiment on or a decision of this question of reduction in wages may take place almost overnight. It is essential that one side of the question, that of the employer of labor, should be presented fairly and fully to

the thinking American public. This cannot be accomplished by individual statements here, there or elsewhere, no matter how prominent may be the men from whom the statements emanate. Their side of this question can only be presented by representative bodies, such as trade associations, speaking the consensus of their members' opinions. In the same degree, the question of stabilization of employment, unemployment insurance and other similar thoughts for remedying economic ills, must be approached, studied and publicized by the joint efforts of organizations such as trade associations. If this opportunity is neglected, we will have the Legislature, ever ready to follow the verbal militant minority, proposing remedies and enacting legislation which furnishes an apparent temporary relief, but really injures, through the years, the very persons it is intended to help.

Association Acquaints Industry With Economic Changes

I have said this is an era of changes and speedy changes. As one views the last century during which our nation has grown out of an agricultural into an industrial era, no generation or decade has exhibited such speed in changes as does the present. Methods of production, methods of distribution, methods of finance, of corporation organization, of housing, of transportation, of domestic and business thought change almost overnight. No one organization, except a few of the very large aggregations of capital, has either the time, resources or brains to keep up with, much less ahead of, these changes. The smaller corporation can only hope to do so by joint research, exchange of ideas and joint effort, and the only tool ready at hand for furnishing such services is the trade asso-

Turn back for a moment to the years immediately following the

If it were not for cooperative action on the part of the chain stores to tell the public the truth about themselves, they would now be suffering from unjust discriminatory laws.

World War. During the great struggles to make the world safe for democracy or for something entirely different as it has eventuated, production, enormously increased. After the Armistice, production kept on; it was thought that we had entered a new era and that the abnormal consumption caused by the War would continue. In fact, consumption almost overnight ceased, but the knowledge of this fact did not reach the producer promptly. It only reached him when he found his inventories piling up and his assets frozen and a crashing commodity market engulfing him. Had trade associations in different industries, linked by a common central organization, been alive to the lessening consumption, to the trends after other great wars, and had they machinery for bringing this information to the producer, he could

> have steered his output more nearly in conformity with the tempest which was on the horizon and which adequate information would have

> > The foretelling, by joint efforts, of the trends and future of business

by an examination, not only of figures and graphs, but by actual facts, drawn from practical business operations, is perhaps the greatest service a trade association can render. But there are many other activities which will produce real benefits to the members.



Annual meetings of associations, formerly considered frolics, are now serious, thoughtful conferences. They bring together expert knowledge and ideas, drawn from all industries concerned and from many others which have bearings on or dealings with that



particular industry. They give to the thoughtful man, who attends, a breadth of vision and a detail of information about his business, its threatening pitfalls and possible improvements such as could not possibly be gleaned from any other source.

Few business concerns individually have the ability or money to properly handle public relations. A special technique and special training is required to understand the mass psychology of public officials and the public generally. United and cooperating through a trade association, the individual concern can benefit by the improved public relations created by the trade association for the industry of which he is a part.

Allay Industry Opposition by Education

Not more than three years ago there blew up out of No Man's Land, emanating from no particular point, albeit led by a few vituperative and picturesque individuals, a wave of chattering opposition to the great chain store industry. The industry had grown to its present proportions by leaps and bounds, with no thought of public relations, and its growth had probably been accompanied by fewer evils than that of any other great industry. Yet swept along by the very audible, if unfounded, accusations of a militant minority, who found themselves outdistanced by the chains' growth, their methods and economic effects, the chains were attacked here and there, organizations were formed to fight the chains and an avalanche of discriminatory legislation was proposed in various Legislatures. No intelligent, thinking, impartial economist or observer of business but knew that this movement was unwarranted, yet it might have swept the legislative halls of various states and seriously injured a great and beneficial system of distribution but for the effective work of the National Chain Store Association.

This Association collected facts, figures, results, and by an intensive effort brought them to the knowledge of both legislators and the public. That the wave of opposition to the chains is receding is evidenced by the failure of any Legislature to pass an anti-chain store bill this year. Yet had the chains failed to overcome what had been their suspicions, one of another, had they failed to create confidence among themselves, exchanged ideas and cooperated in an effort to bring the truth to the public, they would now be suffering from unjustified discriminatory laws.

Public Officials Laud Association Movement

The distinguished Dr. Julius Klein, speaking of trade associations, says:

"The significance of the American trade association is profound. Its idea of cooperation is incalculably important. The old-time notion was 'Every man for himself.' But gradually our business men came to see that in many vital respects their interests were identical with those of all the other persons engaged in their particular industry, activity, or trade, and that many pressing problems could be combated and solved only by cooperative effort. It was through a realization of these truths that trade associations were created—and have risen vigorously to a position of power and prestige."

How real and lofty are the aims of associations is shown by their public announcements. One association says:

"It should be a duty and a pleasure to impart to less-experienced competitors any knowledge which may be of help to them, as long as there is reason to believe that the information will be fairly used."

Another says:

"To maintain proper factory conditions and to consider and conserve the physical and moral welfare of the employes."

President Hoover, while Secretary of Commerce, speaking of trade associations, said, "They are the safeguards of small business and thus prevent the extinction of competition."

The Department of Commerce is now working in full cooperation with more than sixty committees, representing different trade associations, and officials of this department have repeatedly stated that the Association affords an advantage of trading with unified and responsible bodies, able and authorized to voice the needs and express the viewpoint of the industry as a whole, thus expediting the Department's business and securing practical results.

Associations Preserve Harmony Within Industry

It is surprising to learn that there are more than 2,000 international and interstate organizations concerned with trade and that there are some 10,000 state and local organizations. Many of them are ineffective, some of them seem to be more concerned with details than with broad principles and facts, still others appear to move in circles and get nowhere, but basically and broadly they represent the best and most unselfish efforts for the common good which are visible today. Their very existence is evidence of the fact that the business of the United States desires to proceed along a path-

way of reason from a foundation of facts rather than along a pathway of emotions from a foundation of impressions. They evidence the fact that our competitors are not our enemies but our friendly rivals, that competition originally breeding lack of confidence can best thrive on complete confidence between competitors, that seldom if ever can a business progress, grow and maintain its profit unless all other business in its same line, properly managed and financed, is progressing in the same general direction.

Confidence, exchange of ideas, cooperation, basic principles which should govern conduct of any business and every industry, find their expression, their outlet and their best friend

in the trade association.

No remarks in any public gathering today are complete, and perhaps are not justified, without some message of either hope or confidence on the business and economic future of

the country.

I have referred to the possibility of wage reductions. It is the phase of our economic situation most discussed at the moment. It is a subject that should be discussed, and discussed to the limit before any decision is made or action taken.

In the industry in which I am engaged there is at present no thought of a wage reduction. Rather we are thinking of wage and employment stabilization. In a few isolated cases, large companies are guaranteeing stabilization of employment by insuring forty, forty-four or forty-six weeks a year in employment. We, in our organization, guarantee fifty-two weeks a year continuous employment to the honest, efficient and faithful employee.

Preserve Human Element in our Industrial Structure

It is conceivable, as our present economic conditions work themselves out- and they ultimately will—that in the process, wage reductions may come about. But in the opinion of many of us this should only be a last resort. There is something more in business today than mere money, although no business has an excuse for existence unless it can make a reasonable profit. But there is a human element that is a part of the warp and woof of our entire industrial structure. It is evidenced in the consideration shown to employees, the absence of strikes, the welfare activities, the establishment of old-age pensions and group insurance by particular industries. It recognizes that capital no longer represents exclusively the rich, but also represents the small investor and wage earner,

and that investors, as a class, must bear a part of the burden of despair and misery incident to a condition when a man wants to work and cannot because of lack of employment.

It is possible and only possible that we are in a depression of longer duration than many of us suppose. We are too close to and harassed by present conditions to see the smallness or the largeness of the present movement. But if you will turn your eyes towards the great movements of the last ten centuries, you will see that there stand out above all others, three

great landmarks of change.

First, the Renaissance, when humanity, shackled in ignorance and materialism, broke forth into a great revival of learning, the arts, aestheticism and culture. Next, the Reformation, when civil government and the liberty of conscience broke away from the religious traditions of centuries. Last, the era of Revolutions, when men, already enriched by the learning of the Renaissance and the religious liberty of the Reformation, broke the absolute power of kings, and gave to the world during this movement, among others, our own United States.

It is possible that we are today living in an era which a hundred years hence will be seen as the fourth great movement in the development of the civilized world, that of an economic readjustment going on through times of pros-

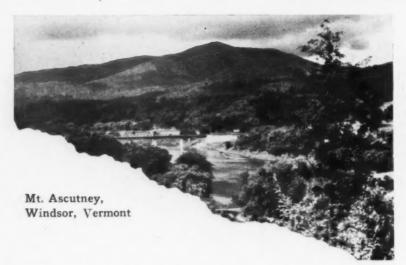
perity and depression.

Europe and England have for years believed in the economic theory of saving as against spending. We in the United States believed in this theory up to a generation ago, but today and for the last decade, we have believed in the theory of spending. It is possible that our theory is wrong and that that of Europe is right. If so, we have a period to live through requiring readjustment, courage, cooperation and confidence.

One point I wish to stress is this. Thirteen years ago and more, a flabby and peace-loving America pulled itself together and went through its part in the World War with an enthusiasm, courage and effectiveness greater than that shown by any other nation. We are in a serious economic depression. How long it will last, no one can tell. We should stop sobbing about it, should gird up our loins again, as we did thirteen years ago, readjust our mental attitude and business and domestic methods to conform to the conditions as they are.

We can and must smile and be cheerful, show patience and courage, with the confidence and knowledge that in the course of time we will emerge from the present slough of despond a

(Continued on page 35)



Hiking and riding enthusiasts will find good news in this, the third of a series of five recreation articles, specially prepared for the summer issues of Connecticut Industry.

ERMONT, the first commonwealth admitted to the Union after the original thirteen, is a rare combination of mountains, lakes and river valleys. Its soil, climate and inhabitants, has enabled it to maintain a first position with respect to several important phases of development.

Agricultural Advantages

In agriculture, Vermont outranks all other states in per capita value of its dairy products. Within its bounds are more dairy cattle than people. It furnishes nearly sixty per cent of the milk and cream shipped to the Boston market, and only two states exceed its shipments of these commodities to New York City. Forty per cent of all trees from which maple sugar was made in 1930 were tapped in Vermont, and nearly fifty per cent of this product produced here. The same year this state produced more hay and corn than any of its sister New England states, and in yield per acre of the latter, as well as in yield per acre of potatoes, was the third state in the Union. Here too is to be found the largest privately owned apple orchard in the United States.

Industry

Industrially, Vermont contains the largest manufactories in the world making scales, pipe organs, and window screens, and the largest in this country making turret lathes, last lathes, package dyes and butter color, brush fibre, portable ovens, granite and marble working machinery, and maple sugar making utensils. It is the one state possessing more water power than steam power, signifying that some of the

largest water power developments in Eastern America are located here. It ranks first in the production of marble and monumental granite, producing nearly one-half of both quarried in the United States. It is second in the production of slate and talc.

Scenery Between Boundaries

The Green Mountain State is located in the



Bridle path approach to "Green Horse Tavern" at East Pittsford, Vermont, on Route 1.

Vermont—the Land of Scenic Surprises

by A MEMBER

Vermont Service Bureau

heart of Eastern America's most famous summer recreational area. The Green Mountains form a veritable backbone, extending from the Massachusetts border to the Canadian line, and along the sky line of this chain has been developed a foot-path through the wilderness known to hikers as "The Long Trail," one of the unique attractions of this country. Lake Champlain, famous for its historical associations and the largest navigable fresh water lake in the United States, with the exception of the Great Lakes, extends along the western border for more than one hundred miles. The Connecticut River forms the entire eastern boundary. Between the two, lies an expanse of mountain and lake scenery unsurpassed for variety, charm and beauty, an unspoiled land, which is the summer paradise of thousands of visitors.

Here these guests find in abundant reality, environment and facilities that lure them to

the country. Nowhere can one get away from the lakes and mountains. There are approximately four hundred lakes and ponds large enough to have names, and at least a thousand mountain peaks exceeding two thousand feet in heighth. This proximity of lake, mountain and river valley add a peculiar charm and a pleasant variety to the Vermont landscape and afford frequent recurrences of most delightful scenic surprises. Comfortable hotels, camps, inns and private home resorts, numbering nearly fifteen hundred, are frequent enough



to guarantee rest and sustenance when the desire develops. More than forty golf clubs, likewise, well distributed over the state, provide opportunity to pursue the little pill at will. But these advantages are more or less common to any resort area. So are hunting, fishing, boating, motoring, and many other features that might be mentioned. Unique, however, in Vermont is her "Long Trail," to which reference was made earlier, and the Bridle Paths laid out by the Green Mountain Horse Association. Not that other states lack trails for both horses and men, but no other state has both extending continuously from end to end.

The Long Trail

The most famous mountain footpath in the world,—The Long Trail of the Green Mountains—follows the sky line of the axis range for more than two hundred and fifty miles. On the south, it connects with paths coming from



Mt. Mansfield across Stowe Valley, Vermont

Massachusetts; on the north it stops only when reaching the Canadian border. For years it has been in the making, under the direction of the Green Mountain Club, first one section com-

pleted and then another, until now it is a cleared footway ready to carry you the whole length of the great range, from end to end. It is easy to follow because it is well marked throughout; not so difficult as to be a tax on the strength of even the inexperienced tramper; but so diversified, so beautiful in its surround-

ings, so much a part of the great wilderness through which it passes, that every foot of it is like an absorbing story, no word of which you will ever forget. And remote though it is in its seting, you can reach any part of it quickly, easily and comfortably. Over night in a sleeper from New York, or other big cities of the East, then a journey over good roads, and you are ready to set foot on the main trail it-

self, or on any one of the various branches that lead up to it. So there you are, the Green Mountains and the Long Trail, the great wilderness and the superb footpath to its quiet and rest, its never-ending delights, a footpath built for you and me, for our children and our friends, to be used and enjoyed freely and often, whenever we will.

Above - Old stage

road at Mendon,

Vermont.

The Valley Roads

Supplementing The Long Trail for hikers along the summits of the mountains and, for motorists, the charming valley roads, is a third attraction that has been added through the foresight and energy of the Green Mountain Horse Association. Their project links up a group of picturesque roads in the foothills of the Green Mountains, which is well above the valleys and ideal for horseback riding. Originally, two routes were laid out and marked—one from the Massachusetts line south of Bennington to Burlington, a distance of one hundred and sev-

The Vermont Bureau of Publicity is prepared to assist the prospective visitor by furnishing booklets, map folders, and specific information that may be desired concerning the Green Mountain State.

other from the Massachusetts state line south of Brattleboro across the state to Rutland, a distance of seventy-four miles. So much interest developed in these, that

the Association decided to develop a state-wide system which makes available seven hundred and fifty miles of these soft-surface roads for the special enjoyment of equestrians. A celebrated writer who has spent more than fifteen summers in Vermont leisurely riding the paths and exploring trails has said:—

Writer Describes Roads

"The back roads are polite little hill-roads with nice trot places alternating with up-and-down; they are ideal footing for a horse and springy for the rider. A brisk trot is nowhere else so inspiriting. They are mostly of well-

packed, rich-looking brown earth, the kind one could raise radishes in anywhere; it seems a shame to waste it out of a garden, but it makes such pretty roads, deep brown under sun-dappled green, for there is no greenery like Vermont's. . . . I cannot bring myself, general usage to the contrary, to call these beloved ways of ours 'bridle paths.' They are romantic little paths; often so unbelievably and de-



Below-Long Trail and Lodge.

liciously wild that one might be any number of miles from civilization; but all the same they are self-respecting Vermont country roads leading from one hill-village to another, a village with a post office and a store and a place to 'keep you' overnight."

What is more invigorating and soul-satisfying than such a combination of hiking and riding among these hills and vales of Vermont? Away with high blood pressure, flabby muscles, weak stomachs and shattered nerves. No crowds, no fuss nor feathers—just a hospitable people to welcome you to the enjoyment of unusual experiences.

A Conference On the Management Problems of Small Industries

ITH the attention that has been focused on social welfare during the present business depression, it has been pointed out repeatedly that, no matter how well certain larger organizations may

provide for the common hazards which their employees face, a general solution of these problems must wait upon the wide-spread acceptance of similar responsibilities by smaller

establishments.

Only 3.4% of all manufacturing establishments in the country employ more than 250 wage earners and only 1.4% employ more than 500, according to the most recent detailed census figures available. And these plants which have a working force of 500 or less employ in the aggregate 62% of all industrial wage earners. Therefore the policies and problems of these companies are necessarily an important factor in American industrial development.

A growing feeling that management problems peculiar to industries of moderate size do not receive in general industrial conferences the attention they deserve has led to a conference on *Management Problems of the Smaller Industries*, to be held at Silver Bay, on Lake George, New York, from August 10 to August 15. Many small plants have worked out solutions of personnel and other administrative problems and it is to bring together executives of the smaller enterprises for a thoughtful consideration of common problems and an exchange of experience in dealing with them that the conference has been planned.

Every effort is being made to prepare a program of genuine practical value. Executives of small plants have been invited to suggest subjects which they would be interested in hearing discussed and as a result of these suggestions such practical subjects as the following have been scheduled: the possibilities of planning and budgeting in the small plant; what types of cost accounting are practical in the small plant; strengthening the economic security of the wage earner in the smaller plant with particular reference to stability of employment; how can the manager of a small plant discover in advance

Surprising as it may seem, only 3.4% of the manufacturing establishments in the country employ 500 or more persons, and 62% of the industrial wage earners are given employment by the other 96.6% of the smaller industries.

the extent to which it is profitable to be scientific, and the extent to which methods that are successful in a large company become frills and lead to excessive overhead costs in a small company; incentive wage payment plans and finan-

cial incentives for executives that have proved their worth in small plants; the small plant's problem in training its few managerial employees and in selecting, training and getting

the best results from its foremen.

For the most part subjects will be presented by executives of smaller plants and all discussions throughout the conference will be from the angle of the smaller establishments. The conference merits a generous attendance of Connecticut representatives, not only because of the practical usefulness of the discussions, but because a continuation of this venture in future years will depend in a measure on its reception this year. The program is under the general direction of the Silver Bay Industrial Institute and the committee includes the following: Harold F. Browne, Manager Industrial Relations Dept., National Industrial Conference Board, - Chairman; R. G. Andersen, Robinson-Bynon Shoe Co., Auburn, New York; W. A. Dower, Industrial Secretary, Manufacturers Association of Connecticut; Ernest G. Draper, Vice President, Hills Brothers Co., New York City; Ralph E. Flanders, Manager, Jones and Lamson Machine Co., Springfield, Vt.; W. Dow Harvey, President, Globe American Corporation, Kokomo, Indiana: Morris E. Leeds, President, Leeds and Northrup Co., Philadelphia; W. E. Odom, Director, Dept. of Industrial Relations, National Metal Trades Association; Edward O. Otis, Jr., Industrial Relations and Merchandising Adviser, Associated Industries of Massachusetts; Frank E. Redmond, Director Industrial Bureau, Associated Industries of New York State; Elliott Dunlap Smith, Professor of Industrial Engineering, Yale University; Howard S. Smith, Asst. Superintendent, Trumbull Electric Manufacturing Co., Plainville; J. H. Vertress, Rutgers University, Extension Division; Charles R. Towson, Silver Bay Association, Executive Sec.

"The Best Investment We Ever Made . . .

MAY COST REDUCTION PLAN

says Robt. Witbeck, President, The Taylor-Atkins Paper Co., Burnside, Conn.

> "The May Cost Reduction Plan gives us a very definite check on all the important factors involved in our manufacturing processes, our main objective in installing your plan. Further, considerable savings have been made, and the majority of our employees are already earning bonus. An organization like ours which has blissfully gone its own way for 30 years presented particular difficulties to your engineers. They handled them with tact and diplomacy. We consider the work you have done for us the best investment we ever made. Call on us for any information your prospective clients may desire."

These statements taken from President Witbeck's letter show what the May Cost Reduction Plan has accomplished for the manufacturer of "High Grade Tablets and Papeteries". More detailed reports and data on other Connecticut installations may be had on request. Write for our recommendations to determine the savings possible in your plant. No obligation.

GEORGE S. MAY INC.

Cost Reduction

Sales Analysis

Cost Systems

Appraisals

Chicago 2600 North Shore Avenue New York

Los Angeles 122 East 42nd St. 215 West Sixth Street

Seattle 710 Second Avenue

CANADA: GEORGE S. MAY LTD., 18 Toronto Street, Toronto



Rentschler Field, East Hartford, Conn., as seen from the air on the day of its dedication, May 24. Shade covered tobacco fields appear in the rear of this view.

INDUSTRIAL BRIEFS

• Atlas-Ansonia Company Takes Over Forbes-Thorpe

THE Atlas-Ansonia Company of 54 Grant Street, New Haven, has recently purchased the Forbes and Thorpe Company and has transferred the equipment and stock of that concern to its own plant. This purchase will give the Atlas-Ansonia Company an additional line of aluminum specialties.

Decorative Stone Company Wins in New York Court Case

THE Decorative Stone Company of New Haven has just been awarded a \$43,000 judgment against labor unions for conspiracy to exclude their products from use in the metropolitan area of New York. This award was the outcome of many months of litigation in which

the Decorative Stone Company sought to bring an injunction under the Sherman Act against the Building Trades Council and the Journeymen Stonecutters' Association for calling strikes in the metropolitan area on jobs where the company's stone was being used.

The evidence showed that on one school job within the metropolitan area, the plaintiff's bid for cast stone was \$18,000 while the nearest bid offered by a manufacturer within the metropolitan area was approximately \$50,000. The boycott of the defendants, if successful, would have prevented the taxpayers from saving \$32,000 on one job. In order to recover damages after successful injunction proceedings had been carried out in the United States District Court, it was necessary to file a case in the jury court.

The Decorative Stone Company is one of the largest manufacturers of high grade building stone in America. L. A. Falco is president of the company.

Ward Cheney Made Head of Cheney Brothers

WARD Cheney of New York and Hartford was elected president of the firm of Cheney Brothers at a meeting of the board of directors

held on June 2. He succeeds his father, Charles Cheney, who becomes chairman of the board. Howell Cheney was named secretary of the corporation to succeed Ward Cheney.

Frank Cheney, Jr., formerly chairman of the board, was made chairman of the finance committee.

Others of the Cheney organization named to the directorate we re Austin Cheney, Charles Herman Cheney, Howell Cheney, Ward Cheney and Frank D. Cheney.

American Society of Mechanical Engineers Hold Successful Meeting in Hartford

More than two hundred members of the Ameri-

can Society of Mechanical Engineers who had been in attendance at their fourth annual New England regional meeting closed their conference on Wednesday, June 3, with an inspection tour of three large Hartford plants. They had participated in the varied program of technical discussions, factory tours and public meetings, together with many recreational activities.

Some of the most prominent engineers in the country took active part in the various technical and general sessions. Among these were: Frank S. Clark, consulting engineer of Stone & Webster Engineering Corporation of Boston; M. K. Drewry, chief engineer of power plans, Milwaukee Electric Railway & Light Co.; Reinhold F. Larson of the faculty of the University of Illinois; C. J. Oxford, chief engineer, National Twist Drill Company, Detroit; D. S. Jacobus, advisory engineer, Babcock &

Wilcox Co., New York; Cyril O. Rhys, engineer, Standard Oil Development Co., Elizabeth, New Jersey; E. O. Holmberg, engineer in charge of the A. O. Smith Corporation, Milwaukee; F. M. Ryan, research engineer of the Bell Telephone Laboratory; C. J. McCarthy and A. V. D. Willgoss of the Pratt & Whitney Aircraft Corporation, East Hartford; Commander E. E. Wilson, president of the Chance Vought Corporation, East Hartford; and I. I.

Sikorsky of the Sikorsky Aircraft Co., Bridge-

port.

Besides the many plants visited in Hartford and the many technical sessions attended by the group, the engineers, their wives and guests were royally entertained by a series of luncheons, banquets and dances.

The conference was arranged by the Hartford chapter of the society under the general chairmanship of Clayton R. Burt, president of the Pratt & Whitney Mfg. Company.

LAST MINUTE FLASHES

Herbert Walker, personnel manager of Colt's Patent Fire Arms Mfg. Co. has just been elected president of the Employment Executives Club. A revitalization campaign is now being carried out by this organization.

The Pratt & Whitney Company of Hartford has just recruited a night working force among their regular employees to fill a large rush order just received from the General Motors Corporation.

Governor Cross appointed a committee on June 23 to investigate the question of old age pensions for the 1933 Legislature. The committee consists of Charles E. Hart, Jr., Waterbury; John J. Egan, Bridgeport; Royal Meeker, New Haven; Martin E. Gormley, Naugatuck; and Wm. M. Citron, Middletown.

• Electric Boat Company to Build Large Submarine

THE Electric Boat Company of Groton, Connecticut, has just been

awarded a contract to build the new navy submarine "Cuttlefish" at the company's bid of \$3,297,000. Although not the largest submarine ever constructed by the company for the U. S. Navy, it will be the largest under the new restriction.

It is reported that the present force of 300 now working at the Electric Boat Company plant will be increased by 500 shortly after the work begins. According to present plans the keel will be laid within the next 60 to 90

days.

The Electric Boat Company has built about 90% of the submarines delivered to the U. S. Navy, and has also built a large number of submarines for foreign governments, having only recently completed the supervision of construction of submarines for the Spanish Navy.

Mulford Road Dedicated by Forest and Park Group

MULFORD Road in the Meshomasic State Forest in Portland, named after Walter Mulford, first state forester of Connecticut and the United States, was dedicated on Saturday, June 6, by members of the Connecticut Forest and Park Association, who were holding their spring field meeting.

The morning session of this meeting was devoted to an inspection of forestry work carried on last winter under the special appropriation of \$100,000 to the State Park and Forest Commission for relief of the unemployed. The dedication speakers were Dr. Edward H. Jenkins, director of the Connecticut Agricultural Experiment Station, and State Forester Austin F.

Hawes. Other speakers on the day's program were James W. Hook, chairman of the Connecticut State Emergency Committee on Employment; C. R. Tillotson, forest inspector of the U. S. Forest Service, and Walter O. Filley, forester of the Connecticut Agricultural Experiment Station.

 State Chamber Reports Gain in Employment over 1930

TWENTY-FOUR manufacturing concerns and 775 employes were gained in Connecticut over the number lost during 1930, according to a survey recently completed by the Connecticut Chamber of Commerce. Fifty-one concerns employing 2802 persons started operations in Con-

What Class Are You In?

An executive of a well known New England publishing house has come to the conclusion, after many recent interviews with executives, that business men fall into the following three classes:

First-

The group who are going ahead at any cost, maintaining sales efforts to the limit, studying and working harder, planning better—doing a pretty respectable business.

Second-

The group who would like to drive ahead, but who for some reason or feel that good business judgment demands that they wait for some tangible sign of improvement.

Third-

The group who feel that the world in general and their business in particular has gone to the dogs, and it is no use trying to get business. necticut during the year while only 27 firms with 2027 employes failed, moved from the state, or liquidated.

Of the 51 concerns gained, 4 are branch factories employing 225 persons; 9 employing 1145 persons moved here from other states; and 38 new companies employing 1432 persons started during the year. Concerns gained by Connecticut came from the following states: 7 from New York; 1 from New Jersey; and 1 from Pennsylvania.

 Chase National Forecloses Mortgage on Winchester Arms

THE Chase National Bank of New York, as trustee for the bondholders of the plant of the Winchester Repeating Arms Company of New Haven, foreclosed the mortgage on the

the mortgage on the plant during the first week in June. The receivers, William A. Tobler and the Union and New Haven Trust Company, plan to keep the plant in operation and preserve its good will. The receivers have been much encouraged by the reduction of losses which they were able to show during the months of March, April and May. They believe that by further reduction and curtailment of expenses that the company will be able to continue with little or no loss during the remainder of the year.

 Pratt & Whitney Perfects New Multiple Rod Drilling Machine

THE Pratt & Whitney Company of Hartford has recently developed a modern, high speed ma-

HADFIELD, ROTHWELL, SOULE & COATES

Certified Public Accountants

HARTFORD-CONNECTICUT TRUST BUILDING HARTFORD, CONNECTICUT

FIRST NATIONAL BANK BUILDING BRIDGEPORT, CONNECTICUT

THE FIRST-STAMFORD NATIONAL BANK & TRUST CO. BUILDING STAMFORD. CONNECTICUT

chine tool for drilling the long hole through automobile connecting rods to supply oil under pressure to the wrist pins. This new machine is said to be an adaptation of the method used to drill the hole through rifle barrels and has given rise to the name of "rifle drilled rods."

The newly developed machine has six spindles and is constructed vertically so that one of the new machines can do the work of three of the old type, occupies far less floor space, and can be operated in pairs by one operator. It is said to be one of the outstanding machine developments which will be a boon not only to the automobile manufacturer but to automobile users as well in terms of extra miles which may be built into the automobile engine through the perfected oiling system permitted by this method of drilling.

• Albert N. Abbe Dies

ALBERT Norton Abbe, vice president of the American Hardware Corporation, died Friday afternoon, May 29, at the New Britain General Hospital following a shock suffered on Monday, May 25.

Mr. Abbe took active part in industrial and financial affairs in New Britain for nearly a half century and had been associated with the American Hardware Corporation and its subsidiaries for the past 44 years. He was one of the original members of the Municipal Board of Finance and Taxation of New Britain since 1907. In 1908 he was elected state senator and served a term in the General Assembly. Besides being vice president in charge of purchasing for the American Hardware, he was a director in the Burritt Savings Bank and the Charter Oak Bread Company. Mr. Abbe's club and lodge affiliations were with the Shuttlemeadow Club of New Britain, the New England Society of New York, and the Sons of the American Revolution. He was also a 32nd degree Mason and a Shriner.

Flags on all divisions of the American Hardware Corporation and the flag on the staff in Central Park were at half-mast on the day of his death.

Hartford Post Office Starts Shorter Work Week

ALL service departments of the Hartford Post Office began closing at 3:00 p. m. on Saturday afternoons on June 6, in conformity with the recently enacted shorter work week of 44 hours passed at the last session of Congress. Only morning deliveries are being made on Saturdays.

• Goodchild Heads J. & J. Cash, Inc.

FRANK Goodchild of Norwalk, who for more than 15 years has been vice president and general manager of J. & J. Cash, Inc., was elected president of the firm, early in May, to succeed the late Sidney Cash who died four months ago. Mr. Goodchild attains the honor of being the first head of the firm not a member of the Cash family for more than 100 years and is to have complete charge of the Norwalk, Los Angeles and Canadian factories of the company. The English factories are being operated under another supervision.

Born and educated in Coventry, England, Mr. Goodchild entered directly the employ of J. & J. Cash, Inc., where he has spent his entire

career.

Coming to the United States in 1891 he entered the New York office of the concern and later, in 1906, moved to Norwalk. On his advice the company established its American plant in Norwalk in 1910, giving Mr. Goodchild full control of its operation. Later he was elected vice president of the company and has since supervised the Los Angeles and Canadian plants.

He has taken a prominent part in the civic affairs of Norwalk, being a member of the Norwalk Board of Trade and the Rotary Club, and has been an enthusiastic supporter of the Manufacturers' Association of Connecticut, of which he has been a director for three and a

half years.

• Sales Managers Elect Officers

THE Sales Managers' Association of Connecticut elected the following officers at their meeting held May 21 in the Elton Hotel, Water-

THE MINOTTE E. CHATFIELD CO.

- NEW HAVEN -

WRAPPING PAPER and TWINE MERCHANTS

We carry a stock as complete as can be found in New England

298-312 STATE STREET

Phones 3-7420, 3-7421, 3-7422

bury: President, E. B. Cleborne, Wallingford Steel Co., Wallingford; Vice President, R. W. Chamberlain, Stanley Works, New Britain; Treasurer, G. F. Garrity, Acme Wire Co., New Haven; Secretary, C. C. Rossire, Foster-Merriam Co., Meriden; Executive Committee: J. H. Chaplin, Veeder-Root, Inc., Hartford; E. S. Sanderson, Scovill Mfg. Co., Waterbury; H. W. Steinkraus, Bridgeport Brass Co., Bridgeport; C. H. Andrews, National Folding Box Co., New Haven.

• Connecticut Ranks 12th in Manufactures

CONNECTICUT, manufacturing products worth \$1,495,635,453 in 1929, ranks twelfth among the states in manufacturing activity, according to the biennial census report made public on May 27. Of the New England states, Massachusetts was credited with manufactures of a value in excess of that reported by Connecticut.

● Connecticut Manufacturers Exhibit Wares at Light Convention

TEN Connecticut manufacturing companies were among the numerous concerns which exhibited their products at the 54th Annual Convention of the National Electric Light Association in Atlantic City in June. The manufacturers were: American Brass Company, Waterbury; the F. A. Bartlett Tree Expert Company, Stamford; The Bristol Company, Waterbury; The Hartford Steam Boiler Inspection and Insurance Company, Hartford; Landers, Frary & Clark, New Britain; The Malleable Iron Fittings Company, Branford; Manning, Bowman and Company, Meriden; Rockbestos Products Corp., New Haven; The States Company, Hartford; and The Whirldry Corporation, New Haven.

President Samuel Ferguson of the Hartford Electric Light Company addressed the convention on the topic of "Volume and Density in Domestic Sales."

●● Wooden Box Company Begins Operations in Hartford

THE William H. Champlin Wooden Box Co. of Medford, Massachusetts, and Rochester,

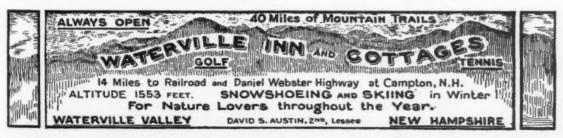
New Hampshire, recently purchased the low, one and one-half story building in the rear of the Hartford Rubber Works group of buildings and began the assembly of wooden boxes on Monday, June 8. According to J. R. Champlin, brother of William R. Champlin, owner of the company, present plans are to bring the production of the plant up to the assembly of one carload of lumber each working day as soon as possible. Since one man with the aid of a machine is able to assemble 1500 boxes per day, the plant will not likely employ more than twenty to twenty-five men. At present there are about 15 working.

Earl H. Hodge of South Glastonbury, former assistant director of markets in the state department of agriculture, is the manager of the new plant.

• Silent Glow Holds Convention

More than one thousand dealers, salesmen and service men, including seventy-five Canadian representatives of the company, attended the several sessions of the National Educational Convention of the Silent Glow Oil Burner Corporation held at the State Armory, Hartford, on June 15. In addition to the display of the Silent Glow company line of oil burners, including 15 burners in operation and heaters ranging from a kitchen range to a large household furnace, there were 23 outside exhibitors of accessories, appliances and publications.

The delegates were welcomed to the opening morning session at 9:45 by Acting Mayor Barclay Robinson, and both morning and afternoon sessions were under the direction of H. G. Flood, vice president of The Silent Glow Oil Burner Corporation. Short talks were given by the following officers and executives of the company during the morning session: R. M. Sherman, president, L. S. Kroto, treasurer, H. F. Riordan, secretary, F. F. Neumann, superintendent of the local factory, J. E. Flynn, purchasing agent, R. H. Syner, general manager of the power burner division, and A. J. Gilbert, chief engineer. These talks were followed by 15 minute speeches by executives of the various companies having exhibits at the convention, and a 10 minute song session.





BUYER CONSIDERATION

for your line in the overseas markets

through the medium that affords merchants abroad a compact digest of new developments, new ideas, new systems and profit-making suggestions.

An export journal, now in its 53rd year, that has built up a powerful and valuable buying confidence in the world markets.

AMERICAN EXPORTER

370 Seventh Ave., New York

53 State St., Boston

Pe Castle Inn

On the Cliff at Cornfield Point

Rainbows in the spray where waves crash the reefs below veranda and private balcony—silver magic spun by orchestra and the moon—delightful dining and individual guest rooms—spacious lounge—perfect cuisine—an atmosphere distinguished by its clientele and zestful salt air. All this with tennis, bathing, fishing, boating and dancing to delight the individual or club groups for a day, week or month.

Write or call for rates.

Ve Cantle Inn

Cornfield Point Saubrook, Connecticut

On Old Cape Cod Bay

> You'll find this modern hotel



THE MAYFLOWER

Directly on the ocean at

Manomet Point

(Plymouth) Massachusetts

Ideally situated with sparkling ocean and green hills all 'round; our own golf course, beach and pool right at the front door:

Natural Beauty - Healthful Climate - Moderate Rates

Same Management

MAYFLOWER HOTEL - HYANNIS

Write for booklet

The afternoon session, starting at 2:00 p. m., was featured by the remarks of O. P. Harris of the American Oil Burner Association, and Miss Katherine Fisher of the Good Housekeeping Institute, followed by ten 5 minute tech-

nical talks by exhibitors.

Buffet luncheons were served to approximately 1200 at noon, and more than 1000 were served at the banquet held at 6:30. Charles B. Cook, vice president and general manager of the Royal Typewriter Company, and vice president of the Silent Glow, acting as toastmaster, announced the speakers. They were Clarence T. Hubbard, vice president of the Automobile Insurance Company; J. E. Altrock, sales manager and vice president of the Fuller Brush Company; Miss Katherine Fisher; and J. C. Elrod, vice president of the Canadian branch. Music was furnished by the 169th Infantry Band during the banquet and also later for dancing.

Announcement was made that the 23 exhibitors had signed up for booths at the Canadian convention of the company to be held on August 3. Awards were given to more than a dozen Canadian representatives who had achieved un-

usual sales records in recent months.



Some business executives are still moving at a two cylinder dog trot in a six and eight cylinder age

Officials of the Silent Glow corporation were especially well pleased with the attendance and the feeling of enthusiasm which was so obvious among their many representatives.

The company has just acquired three of the Hartford Rubber Company buildings in order to expand their manufacturing activities. This move seemed necessary to care for increased sales, now understood to be more than 100% greater than during the same period of 1929, the best previous year.

 William C. Fisher Resigns as General Manager of the Russell Manufacturing Company

WILLIAM C. Fisher, who for the past fifty years has been in the employ of the Russell Manufacturing Company of Middletown, has recently resigned as general manager and treasurer. He will serve the company in the capacity

of vice president, but will be relieved of the larger portion of his duties.

Daniel Weedon, who has been named as general manager, started his new duties on June 1.

• Foreign Trade Delegates Advocate Raising Commodity Prices

THE final unanimous declaration of the 18th National Foreign Trade Convention, held in New York on May 27, 28 and 29, was to the effect that the status of international trade of the world was not in a precarious position on account of severe loss of business volume, but had fallen on evil days because of profitless merchandising due to drastic price cuts. Quoting from the convention's ultimatum, "Stop Profitless Merchandising" their declaration says: "An essential necessity of the present economic situation is an advance in commodity prices. When prices are falling buyers tend to withdraw from the market. It is rising prices that stimulate buying and consumption and a return of prosperous times. Anything, therefore, which tends to postpone recovery in commodity

A business competitor or ally. Which?



prices, more especially those influences which are unfair and uneconomic in character, should be discountenanced.

"Our foreign trade is susceptible to world conditions," the report continues, "but it should be possible to stabilize our domestic market which would have a strong stabilizing influence in other countries."

The convention showed their faith in the United States by saying, "No one contemplating the vast resources of the United States; the basic soundness of our institutions; our financial and industrial integrity, which so powerfully has sustained our country in the perplexing and trying period through which we have been passing; our creditor position in the world; our unimpaired efficiency and economic strength and the splendid morale of our people can have any doubt that we possess in ourselves the power to lead in world trade recovery."

• New Haven Chapter of N. A. C. A. Holds Annual Meeting

THE New Haven Chapter N. A. C. A. elected the following officers at its annual meeting held

Indian Town, Saybrook, Conn. Restricted Beach Property

The "Boat" is fast becoming the main source of enjoyment to the vacationist. INDIAN TOWN, with this in mind, has created two Protected Harbors, snug in any weather, with plenty of water, anchorage and docks.

Careful restrictions and ownership management assure the right kind of neighbors,—and the business man will appreciate the permanent improvements, the safety factor for the family and the general atmosphere of INDIAN TOWN.

Call at INDIAN TOWN office for details. Entrance to property one mile west of Saybrook Center on The Boston Post Road.

H. T. & F. S. Chapman Saybrook, Conn.



Don your hiking togs and get the feel of adventure as you tramp over Dun Huntin's hilly trails past brooks, secluded nooks and ponds, near the summit of Bald Mountain.

Delicious home cooked food, a glorious sunset behind Berkshire hills and the cool breezes from "Old Baldy" await you at the end of the trail.

For special rates for children, parties, or outdoor meals, call

DUN HUNTIN RANCH or Phone Thompsonville, 699-21 Route 105 from Thompsonville Lloyd E. Jennings, Sales Manager, Fletcher, Terry Co.

Hartford's Coolest Dining Room

is featuring delightful summer combinations at

Pre-War Prices

The Hotel Bond

Dancing Every Saturday Night

"Talcott Mountain Breezes"

on Tuesday, May 26, at the Hotel Garde, New Haven: president, William G. Armstrong, Jr., secy-treas. of the Rockbestos Products Corp., New Haven; vice president, C. F. Thompson, comptroller of the R. Wallace & Sons Co., Wallingford; vice president, Paul S. Gates, treasurer of the C. Cowles & Co., New Haven; treasurer, James W. Cleveland, cost accountant of the Seamless Rubber Company, New Haven; secretary, Frank Callahan, assistant Treasurer of the New Haven Buick Co., New Haven.

The guest speaker, Mr. Rison, assistant auditor of the General Fire Extinguisher Co. of Providence, Rhode Island, gave a comprehensive talk on "Incentive Plans in Business."

Musical entertainment was furnished by Joe Tansey's Radio Broadcasting Orchestra.

Payroll Totals Sought as Key to Employment Trends

In the absence of complete man-hour figures for the 69 Connecticut communities and a clerical staff for gathering statistics on unemployment direct from the field, the Connecticut State Emergency Committee on Employment is advocating the use of payroll figures, gathered in monthly totals from each of the banks, as the best substitute indicator of employment trends. These figures are now being collected from banks in several communities by the local chambers of commerce. It is the Committee's desire, according to Richard I. Neithercut, executive secretary of the Emergency Committee, that these totals be gathered together by every community in the state, and eventually combined with similar figures from other New England states so that a complete picture of the status of New England business may be pro-

These figures will at least furnish a foundation upon which may be built a far more stable planning structure than is now possible through the spotty man-hour reports. The gathering of total payrolls should also meet with the approval of all business executives, since by this method no individual payroll figures will be

made public.

• Bridgeport Ordnance District Meeting

THE annual meeting of the Bridgeport Ordnance District was held in Hartford on June 9th with the largest attendance in the history of the district. About two hundred and forty army officers, manufacturers and reserve officers were present.

The speakers included the Hon. Fred H. Payne, the Assistant Secretary of War; Major General Samuel Hof, Chief of Ordnance; Brig.

Gen. William Chappat, Assistant Chief of Ordnance; Congressman E. W. Goss; Major Gen. Fox Connor, Commanding General of the First Air Corps; and President E. Kent Hubbard.

With Our Advertisers

• A Week-end at Sea

WHEN the inland dweller plans an ocean trip he has to reckon on land-travel to the port of embarkation which may well absorb a substantial part of his budget, in both time and money. The sea-going voyager from Connecticut can spend the morning of sailing-day in his office

and still have dinner on board ship.

Not the least of the advantages enjoyed by Connecticut residents, from the standpoint of recreation no less than business, is nearness to the great ocean ports. But just as, through long association, we take for granted so many of the recreational resources within our borders—the long stretches of sandy beach that the middle westerner envies, and the lovely woods and hills that the prairie dweller covets—so we often take for granted our good fortune in having the piers of famous ocean liners within four or five hours of the innermost corners of the state.

For a long voyage, distance to shipside may not be such a handicap. But the sea voyage is not always a thing of weeks and months. Some of the large lines have ventured into popular-priced short cruises of four to six days, which make their strongest appeal to prospective travelers who, like residents of this state, are within a short radius of the metropolitan area.

The Cunard Line, for which F. Irvin Davis of Hartford is agent, has inaugurated a series of week-end cruises to Bermuda, Nassau and Nova Scotia, using the Aquitania, Berengaria and Mauretania in the intervals between their west- and east-bound transatlantic crossings. Sailing Friday night or Saturday morning, these giant liners reach their destination Sunday in time to allow passengers a few hours ashore, returning to New York Tuesday afternoon. On the Memorial Day week-end, for instance, the Berengaria sailed for Bermuda with a full passenger list and, encountering ideal weather, gave many of the passengers their first taste of the matchless beauty and soothing restfulness of cloudless days and moonlit nights at sea.

The Davis Travel Agency advertising which has so often appeared in Connecticut Industry, is located at 783 Main Street, Hart-

ford.



Above—Left to right—Don L. Brown, Pres., Pratt & Whitney Aircraft Co.; Hon. Hiram Bingham, Senator from Conn. and president of National Aeronautic Ass'n; Col. E. A. Deeds, Chairman, executive committee, United Aircraft and Transport Corp.; Hon. F. Trubee Davison, Asst. Secretary of War and F. B. Rentschler, president United Aircraft and Transport Corporation. Right—Wasp powered Boeings of 95th Pursuit Squadron flying in formation.

Connecticut and the Army Air Maneuvers

by JOSEPH E. LOWES, JR.

ONNECTICUT awoke on the morning of May 24 to the thunder and waspish roar of 672 army planes—pursuits, bombers, observation, attack and transports—all comprising the titanic maneuvers of the United States Army Air Corps. Never before had such a cloud of aircraft crossed her borders; in truth, never before in history had such a gigantic group of planes assembled for concentrated demonstration.

The dramatization of speedy air travel, witnessed during the following three days, clearly

portrayed the importance in both economical and social life which this comparatively new means of transportation will assume. Surely few could follow a large formation of planes as it approached, swooped amid the deafening road of full throttles, and disappeared, without being awe-struck at its sight,—for aviation still is a mystery to most of us.

Connecticut-a Leader in Aviation

Connecticut has always been a leader in the development of aviation. It was in this state



Crowd assembled to witness the dedication of Rentschler Field and the air maneuvers.

Mrs. Frederick Brant Rentschler pulling the cord which unveiled the plaque dedicating Rentschler Field in honor of her husband.

that the first department of Aeronautics with its Aviation Commission was organized, Connecticut was the first in the Union to have a state-owned building for its aero-

nautical activities and the first to own a state patrol ship. Maintaining her early stride she has since become the home of many of the key industries in aviation and at present ranks foremost in aeronautical production.

For these reasons Hartford, the capitol city of the state, was chosen by the War Department to be one of the bases for the Air Corps in its maneuvers over New England. The facilities offered here for aircraft operation rank with the best in the country and it is a source of pride to those responsible for this excellent condition that Connecticut and Hartford should be thus honored.

Dedication of Rentschler Field

The army air maneuvers marked also Connecticut's latest step forward in the aeronautical world, for it was at this time that her new and most modern airport was officially inaugurated for use. Rentschler Field was dedicated on May 24 before a gathering of more than 20,000 citizens and a galaxy of aviation and government officials. At this time it was being used as the base for a portion of the Air Corps ships—the

Squadron taking off over the F-32, world's largest land plane.

Army's 95th Pursuit

3rd Attack Group—and for this reason it became the center of much activity from both the fliers' and the spectators' viewpoint. The ceremonies attendant to its open-

ing were simple but extremely impressive. To welcome the fliers to Hartford, the City's Chamber of Commerce, in conjunction with the Chamber of Commerce of East Hartford, arranged a luncheon at which more than 1000 public spirited citizens were in attendance. Governor Wilbur L. Cross, Major General William G. Everson, Chief of the Militia Bureau of the United States Army, Senator Hiram Bingham, President of the National Aeronautics Association, Barclay Robinson, Acting Mayor of Hartford, Edward E. King, President of the Town Council of East Hartford, and Donald L. Brown, President of the Pratt and Whitney Aircraft Company, spoke on this occasion.

The actual dedication of the field followed the luncheon with the Honorable F. Trubee Davison, Assistant Secretary of War, delivering the dedicatory address in which he ably justified the gigantic demonstration of air force which had on several occasions met with adverse criticism. Colonel Edward A. Deeds, Chairman of the Executive Committee of the United Aircraft and Transport Corporation, dwelt on the necessity of preparedness and re-

lated his early aeronautical experiences with the Wright Brothers, tracing the development of aviation from that time until the present. Mrs. Frederick Brant Rentschler unveiled the bronze tablet which marked the field with the name of her husband.

During the course of these ceremonies the sky was filled with planes whose roar often drowned out the voice of the speaker. Prior to the conclusion of the dedication ceremonies the Army's crack 95th Pursuit Squadron had been warming up their Wasp motors and immediately following the ceremonies they took off to stage an exhibition which lasted for nearly half an hour. The show began with geometrical parade formations later developing into tactical flying which included power dives in flights of three in close formation, Lufberry circle and single vertical power dives, starting from a steep wing-over at about 3000 feet. Their show was a thrilling sight to behold.

Description of Rentschler Field

Rentschler Field covers approximately 200 acres of grassed land, all of which has been leveled, graded and undermined with drainage pipes to insure a dry surface in the most disagreeable weather. Composition runways and concrete ramps extend the length of the area and surround the two large hangars which have already been erected. The largest of these hangars is 160 feet long and 125 feet wideof sufficient size to house 30 average planes and capable of admitting through its canopy doors the largest airship built today. In addition to the administration offices, located on the field side of the structure, it also incorporates a complete overhaul and repair shop for the Pratt & Whitney Aircraft Company.

The second hangar, just half the size of the first, contains the ships used for experimental flight testing of Pratt and Whitney Wasp and Hornet motors and a two floor office building for the use of the experimental engineers of that company.

Rentschler Field is owned by the United Airports of Connecticut, which is one of the many subsidiaries of the United Aircraft and Transport Corporation. Its addition to Connecticut's already large and important list of aviation activities, at a time when the state was in the process of housing and welcoming the greatest demonstration of plane maneuvers ever staged, was so arranged to better acquaint our already air-minded citizens with a science which is destined to prove of tremendous importance in their lives.



ARGENTINA has increased her order for American bathing suits from \$2000 in 1928 to \$106,000 in 1930, making her the second largest purchaser of bathing suits of United States origin.

EXTENSIVE promotional activities by the distributors of calculating and bookkeeping machines among the banks of Great Britain are responsible for the rapid progress being made in the mechanization of bank work among the larger Empire banks.

In order to provide for the Italian policy of population increase, relieve unemployment and improve the general economic condition of the country, the Italian government plans to spend \$420,000,000 toward the reclamation of five million acres of swamp land during the next fourteen years.

CARIBBEAN countries are now buying more than \$2,000,000 worth of United States rayon manufactures annually. Of this group, Cuba is the largest purchaser and ranks as the second world market for United States textiles.

SIX of the nine Czechoslovak firms making rubber goods have just united under a cartel agreement to regulate quotas and prices of technical rubber supplies.

CHINA'S Ministry of Finance and Industry are now recommending a "Five Year Plan" to promote the development of domestic industries.

ARGENTINA has risen from fifth place in 1929 to fourth place in 1930 as a market for United States textiles.



• The "Maine Bullet" Speeds Freight Service Between New York and New England

COOPERATION between the New Haven and Boston & Maine railroads has made possible the inauguration of a new fast freight service between Maine and New York, which reduces the time of freight movement by twenty-four hours. This co-ordinated service of the "Maine Bullet" and fleets of highway trucks which started on June 15 has brought more than 500 New England communities a day nearer together.

The schedule is as follows:-

DAILY EXCEPT SUNDAY (Eastern Standard Time) Southbound or Westbound

Lv. Portland, Maine	4.15 p. m.
Dover, N. H.	5.45 p. m.
Lawrence, Mass.	5.00 p. m.
Lowell, Mass.	8.10 p. m.
Worcester, Mass.	10.05 p. m.
Putnam, Conn.	10.55 p. m.
Hartford, Conn.	1.00 a. m.
New Haven, Conn.	2.15 a. m.
Ar. New York (H. R.)	4.45 a. m.
Lv. New York (H. R.)	5.15 p. m.
New Haven, Conn.	8.00 p. m.
Hartford, Conn.	8.55 p. m.
Putnam, Conn.	10.55 p. m.
Worcester, Mass.	1.05 a. m.
Lowell, Mass.	3.10 a. m.
Lawrence, Mass.	3.55 a. m.
Dover, N. H.	5.15 a. m.
Ar. Portland, Maine	6.30 a. m.

• Western Railroad Abandons Low Fares

THE Interstate Commerce Commission has just given the St. Louis-San Francisco railroad sixth section permissions needed to enable it to restore the old 3.6¢ passenger fare basis. Believing that a lower rate would increase their passenger business, this road had since February 1 been operating on a 2¢ a mile basis.

In January, the month prior to the beginning of the experiment, the average passengers per day were 4,046 and the average daily revenue was \$17,524. In the first month of the experiment, the average number of passengers was

5,380 but the average daily revenue was only \$16,988. Since neither of the figures for March or April, or the comparisons with neighboring lines which had reduced the passenger fare to some extent were encouraging, the St. Louis-San Francisco line decided to return to the old basis of 3.6¢ per mile.

Railway Executives Seek Freight Rate Increases

AT a recent conference on June 11, railway executives decided to make application to the Interstate Commerce Commission for permission to make a 15% horizontal increase in rates and charges. The petition was filed on June 17. The principal reason advanced in support of the railroad petition was the necessity of maintaining or restoring their credit and hence enabling them to pay reasonable dividends to their stockholders.

The time element is claimed to be an important factor in this situation. The Interstate Commerce Commission was asked to refuse suspension of the rates in order that they may be put in force as soon after September 30 as possible. Although reports from authoritative sources have discounted the chances of the Interstate Commerce Commission looking with favor upon the proposal, there are several factors having important bearing upon its possible adoption, one of which is said to be the backing of insurance companies and banks owning railroad bonds.

In view of the possibilities of an early hearing on this subject, members of the Association should determine their competitive situation at an early date. The Association's Traffic Committee has discussed the matter and is in a position to keep members advised of developments.

• Plan Intercoastal Conference

THE Shipping Board has authorized Chairman O'Connor to invite operators of Intercoastal lines, together with the Board, for a conference to seek a solution to the problems confronting the intercoastal trade.

As the Board has put it, "Following dissolution of the U. S. Intercoastal Conference, serious rate cutting has been effected by some operators to the detriment of the entire trade. In inviting the carriers, the Board is simply offering them the help of a conference from which it is hoped much benefit may result."

. An Aid to Barrel Handling

THE barrel handling device shown in the accompanying illustration facilitates the handling of barrels either within the shipping department or in factory departments. The barrel can be rolled and spotted in almost any position without exertion through the use of this handy device. It can be pushed as easily as it can be

rolled, and to engage the barrel it is but necessary to place the barrel handler over the barrel or drum and when drawn toward the operator the device automatically locks, the claws being firmly pressed against the ends. The grip is loosened by releasing the handle ratchet. Manufacturer's name will be given on request.

Merchants Association Recommends Partial Control of Trucks

On June 1, the New York Merchants Association and the Shippers Conference of Greater

New York recommended extension of railroad operation to highway transportation with partial regulation of common carrier trucks.

In the brief filed, these organizations suggested that highway motor lines be allowed to file joint through rates with railroad lines and that they be regulated in this respect, but where they do not act in conjunction with railroads there should be no regulation. The Commission was also urged to give serious consideration to store door pick up and delivery systems for the railroads, adding that "this would undoubtedly result in many shippers giving rail carriers their business if the terminal service is of a character to commend its use and if the time in transit between terminals is comparable with the service offered by the highways." It was also suggested that the desirable recourse of the railroads is to abandon local freight trains in favor of trucks.

• Pelley made Member of M. I. T. Corporation PRESIDENT John J. Pelley of the New Haven Road was made a life member of the corporation of Massachusetts Institute of Technology on June 4.

New England Traffic League Opposes South on Freight Rates

THE New England Traffic League went on record on May 22 as opposed to a movement of southern manufacturers to gain unfair advantages on freight rates on cotton materials. The League promised to take any necessary ac-

tion before the Interstate Commerce Commission to protect New England manufacturers. It also voted to take an active part in proceedings before the Commission on a petition for downward revision of freight rates from anthracite coal mines to New England. The League went on record in the belief that the time was inopportune, for such a revision would deprive New England of \$3,500,000 in revenue at a time when revenues were most needed.

Mr. W. H. Pease, traffic manager of the Bridgeport Brass Com-

pany and chairman of the Association's Traffic Committee was re-elected president of the New England Traffic League at this meeting.



Barrel Handling Device

• • Stamping of Paper Cartons Now Unnecessary

According to a letter recently received from the chairman of the Trans-Atlantic Associated Freight Conferences by G. A. Browder, general manager of the Paperboard Industries Association, the Conference considers it unnecessary to stamp bills of lading, covering shipments of merchandise packed in fibre or corrugated containers, "at shipper's risk." This recommendation places the shipment fibre or corrugated containers on the same status as they were several years ago.



Canada Makes Partial Tariff Revision

In the hope of reducing unemployment and with the avowed purpose of relieving her deficit and furnishing a further incentive for the development of local industry, Canada has materially increased the rates of duty on a large number of imported articles, as predicted in the May

issue of Connecticut Industry.

The average increase in the ad valorem rate on products of the kind widely manufactured in Connecticut is approximately 8%. The machinery industry is probably the most widely affected group, with an increase of 5% in the machinery "basket clause," although a large number of Connecticut automotive equipment manufacturers must suffer indirectly through the drastic increase in the rate on finished automobiles. A large but scattered group of Connecticut exporters whose products do not enjoy mention by name or special provision in the Canadian tariff are penalized by a 7½% increase in the general "basket clause."

Canadian imports from Connecticut are affected by increased duties, effective June 2, on certain paper products, celluloid goods, metals, watches and clocks, iron and steel products, all unspecified machinery and metal products, furniture, silk fabrics, leather, toys, buttons, brushes, and unenumerated articles of all kinds.

In addition to the increased duties, the general sales tax is increased from 1% to 4% and a special excise tax of 1% is imposed on all imports. Boats, yachts and motor boats become subject to an excise tax of 5%. The corporation tax is advanced from 8% to 10%, and a 2% income tax is imposed on the returns from all foreign capital investments in Canada.

The paper and paper board industry in Connecticut is affected by an increase from 25% to 35% on fibreboard and strawboard, and by a 2¢ per pound specific duty on wall paper in addition to the 35% ad valorem rate already

Products consisting chiefly of celluloid are subject to an increase from 35% to 40%, and what few bricks may be exported from Connecticut to Canada must now pay \$1.00 per ton in addition to the 221/2 % ad valorem rate.

Canadian trade in Connecticut-made watches

and clocks is handicapped by a minimum duty of 40¢ each on watches of all kinds and an increase from 30% to 35% in the ad valorem rate and by a corresponding increase from 121/2% to 15% on watch actions and movements, with the same minimum duty. Clocks suffer a similar increase of 5%, with a minimum of 50¢ on each clock, while one of the few decreases in the entire revision applies to clock parts and mechanisms, the rate on which is reduced from 30% to 25%.

The duty on all machinery and complete parts, except those specially provided for in the tariff, is increased from 30% to 35%.

Exporters of sporting goods will be affected by a new provision for fishing tackle of all kinds at 30% and for golf clubs and finished parts thereof at the same rate.

The rate on furniture has been raised from 30% to 45%, while imported organs must now pay a minimum duty of \$75 each in addition to the 30% ad valorem rate.

Manufactures of leather other than belting are subject to an increase of 10%, while the rate on leather belting is increased from 22 1/2 %

Toys and dolls are given a paragraph of their own in the revision, the duty on which is 40%, an increase of 10% over the former rate.

A specific duty of 5¢ a gross on buttons of all kinds is now assessed in addition to the regular 35% ad valorem rate, and the rate on brushes of all kinds is increased from 27 1/2 % to 40%. Non-metallic fuse becomes subject to a 10% increase in duty, and 5% is added to the rate on abrasive wheels.

The general "basket clause," providing for all goods not enumerated elsewhere in the tariff act, is increased from 171/2% to 25%.

• Establishment of Canadian Tariff Board

It is reported that a bill providing for the creation of a tariff board by statute has been introduced in Parliament by the Prime Minister, and has received its first reading. The advisory board on tariff and taxation, created by an order-in-council in April, 1926, was abolished by the new Conservative Government on August 11, 1930, and at that time the Prime Minister announced that a new body would be created

by an act of Parliament.

The new board will not have legislative authority, but the bill proposes that it shall be a court of record, that it shall hear evidence under oath, and also hear evidence touching every matter which affects the application of a tariff; that it shall be a court consisting of three members, with power to make inquiries under oath, and with a seal. It will hold public hearings and may hear evidence in towns other

than Ottawa. It will make reports to the Government but will have no power to make actual changes in the tariff rates. In the words of the Prime Minister, "the inquiries will be for the purpose of ascertain-

(a) the price and cost of raw materials in Canada and elsewhere, and the cost of transportation thereof from the place of production to the place of use or con-

sumption.

(b) the cost of production in Canada and elsewhere, and what increases or decreases in rates of duty are required to equalize differ-

ences in the cost of production;

(c) the cost, efficiency and conditions of labor, including health of employees, in Canada and elsewhere;

(d) the prices received by producers, manufacturers, wholesale dealers, retailers and other distributors in Canada and elsewhere;

(e) all conditions and factors which affect or enter into the cost of production and the price

to the consumers in Canada;
(f) generally, all the conditions affecting production, manufacture, cost and price in Canada as compared with other countries."

• Extensive Increases in Chilean Duties

According to an air mail letter and cable from Santiago, a Chilean Presidential Decree, published May 12, 1931, and effective fifteen days thereafter, effects material increases, primarily for revenue purposes, in the rates of import duty on more than 200 items of the customs tariff which consists of over 2,000 commodity

categories. The new rates of duty do not apply to merchandise arriving after the entering into force of this decree, provided proof is given that the goods were shipped prior to the date of publication and their clearance requested within 15 days after their arrival.

The principal increases of interest to Connecticut manufacturers are on silk yarns and certain linen and cotton textiles, hats, paints, soaps, wire and manufactures of iron or steel, hand and garden tools, stoves and boilers, transmission bands and belts, motors, turbines, dy-

namos and other electrical machines and apparatus and repair parts, sanitary plumbing materials, manufactured articles of rubber including rubber shoes, electrical vibrators and similar apparatus, and business machines including typewriters, calculating machines and the like. The rates of import duty on specific commodities will be furnished by the Association upon request.

AN INQUIRY FROM THE ARGENTINE CHAMBER OF COMMERCE, NEW YORK

Knitting Yarns. Reliable Buenos Aires distributor wishes to represent in Argentina manufacturers of mercerized cotton yarn, combed, glazed and carded, No. 20/2 up to 80/2, also crude cotton yarn in cones, carded and double carded, size 8/1 to 30/1.

Silk Hosiery. Argentine importer wishes to represent American manufacturer of ladies' silk hosiery, 100% pure silk.

Paper Cup Machines. Argentine factory is interested in purchasing equipment for making paper cups.

Manufacturers interested in these inquiries are requested to communicate with the Argentine Chamber of Commerce, 15 Park Row, New York City.

Brazilian Machinery Embargo Partly Lifted

In connection with the Brazilian decree of March 12, prohibiting for three years the im-

portation of industrial machinery except on special license from the Brazilian Ministry of Labor and Commerce, the Brazilian Government has issued an official definition of the term "industrial machinery." As a result of this official definition, only machinery for textiles, shoes, hats and sugar will be subject to an import license. All other machinery can now be imported without restriction.

A decree issued during the month permits the duty free entry of machinery for rubber refining and manufacturing.

Brazilian State and Municipal Import Taxes Abolished; Federal Commission to Revise Tariff

A Brazilian decree has been issued abolishing all state and municipal export and import taxes, on domestic and imported merchandise, to become effective January 1, 1932, according to a cable dated May 16, from Rio de Janeiro. A federal commission has also been appointed to

revise the Brazilian import tariff.

● Colombia Adopts New Tariff

A new general customs tariff of Colombia, which provides substantial increases of import duty on most products other than foodstuffs, and is designed to augment government revenues and to protect national production and domestic industries, was signed by the President on May 15, 1931. The increases in import duty are to become effective in three equal parts, one-third of the difference between the new and old rates entering into force thirty, sixty, and ninety days, respectively, after date of signature. The law authorizes the President to postpone indefinitely the last one-third of the increases, this authorization expiring on August 10, 1931. The decreases in rates of import duty are to become effective in ten equal parts, onetenth of the difference between old and new rates entering into force ninety days after signature, and an additional one-tenth on each of the nine succeeding months.

The new duties absorb the consular invoice certification fee of 3 per cent of value on freight shipments and 5 per cent of value on parcel post shipments, and also the former surtax of 17.81 per cent of duty on freight shipments and 35.49 per cent of duty on parcel post shipments, all of which were previously collected at the Colombian customhouse of entry. This is not understood to affect the present system of export documentation to Colombia.

Cuba Reduces Import Duties on Industrial Machinery

CUBAN Presidential Decree No. 739, promulgated June 3, 1931, provides for a reduction of 7/10 of the regular import duty on industrial machinery when imported for the establishment of new industries, according to a recent cable from Hayana.

Industrial machinery regularly is subject to duty at the rate of 8 per cent and 9 per cent ad valorem, depending upon whether or not copper or its alloys predominate as the component of greatest value, which rates are now reduced to 2.4 per cent and 2.7 per cent ad valorem when the machinery is imported for the establishment of new industries.

● Portuguese Customs Valuation Revised

PORTUGUESE import duties, which are stated in gold escudos, are now payable in paper escudos at the rate of 24.45 paper escudos to 1 gold escudo, pursuant to a customhouse order published and effective June 2, according to a radiogram from Lisbon.

This measure is declared to be related to the proposed plan for stabilization of the Portuguese bank exchange rate for the paper escudo at 110 escudos to the pound sterling. The former conversion rate was 22 paper escudos to 1 gold escudo.

● Porto Rico Revises Excise Taxes

An act passed at the recent session of the Porto Rican Legislature, approved by the Governor on May 6, 1931, to be effective ninety days thereafter, increases the excise tax from 7 to 10 per cent of the sales price on organs, radio accessories, mats, rugs, carpets, linoleums and substitutes, electric fans and ventilators, launches and motor boats, motors, batteries, tire casings and inner tubes. On arms and ammunition, the tax is reduced from 40 per cent to 10 per cent on the sales price.

• Newfoundland Import Duties Revised

A number of changes have been made in the Newfoundland customs tariff, with the following of particular interest in Connecticut:

Retroactive to October 1, 1930, the import duty on electric batteries was reduced from 50 per cent ad valorem to 40 per cent ad valorem.

Other changes, effective April 24, 1931, increased the duty on nails, brads, tacks, etc., from 3/4 cents to 11/2 cents per pound.

Machinery Exports to Europe Set Ten Year Record

EXPORTS of industrial machinery from the United States to Europe during 1930 reached the highest level since the abnormal post-war year of 1920. European purchases of American industrial equipment totaled \$89,125,000 in 1930 as compared with \$78,787,000 in 1929 and \$63,830,000 in 1928. In each of the three years Europe has surpassed all other areas as a market for our industrial machinery. The significance of the increase in a depression year is considered by trade leaders as particularly striking in view of the highly competitive conditions existing in Europe.

Soviet Russia was the leading European market during 1930, accounting for \$39,792,000 as compared with \$13,738,000 in 1929, thus nearly trebling her purchases from the United

States.

The United Kingdom ranked second among European purchasers of American equipment, with a total of \$22,153,000 as against \$26,538,000 in 1929, or a decline of approximately 16 per cent.

France ranked next among European markets with purchases amounting to \$8,457,000

as compared with \$21,006,000 in 1929 followed by Germany with \$5,344,000 in comparison with \$7,093,000.

Total exports to all countries of industrial machinery from the United States during 1930 were valued at \$220,913,000 as compared with \$257,085,000 in 1929.

• Argentina Fourth Largest Textile Market

As a foreign market for American textile products, other than raw cotton, Argentina rose from fifth place in 1929, when takings were valued at \$13,973,590, to fourth place during 1930, when its purchases had a value of \$9,139,120.

In the latter year United States shipments to this country were only surpassed by sales valued at \$28,511,363, to Canada; \$20,988,815 to the United Kingdom; and \$14,302,385 to Cuba.

The decline of American textile trade with Argentina in 1930 is attributed by the trade to increased competition from European countries, especially in cotton yarn and piece goods, the development of local production of hosiery, and unstable economic conditions.

Cotton semimanufactures comprise the most important item in United States textile trade with Argentina, and accounted for about 41.5 per cent of the total value of textile exports to that country in 1929 and 39.4 per cent in the previous year. United States shipments of cotton yarns to Argentina in 1930 amounted to 7,551,876 pounds, valued at \$3,594,153, as against 12,306,577 pounds, worth \$5,781,242, in 1929. Of the 1930 exports carded yarn, not combed, accounted for 4,143,262 pounds, valued at \$1,160,318; combed yarn, mercerized, 3,199,318 pounds, with a value of \$2,330,006, and unmercerized, 209,296 pounds, worth \$103,829. A large portion of United States shipments of yarn into Argentina is consumed in the well-developed knitting and duck-weaving industries. In addition, Argentine spinning mills with 45,000 spindles produce from 9,000,-000 to 10,000,000 pounds of carded yarn, which is used also in the output of duck and wax matches. It is claimed that the United States has secured most of the mercerized yarn business with Argentina, with little competition from other countries and none from local mills.

United States shipments of cotton manufactures to Argentina during 1930 were valued at \$2,998,577, a decrease of 35.3 per cent when compared with the \$4,635,228 worth forwarded in 1929. Of the 1930 shipments of cotton manufactures, cotton cloth constituted about 87.3 per cent, and decreased in quantity

from 23,936,208 square yards valued at \$4,-108,754 in 1929 to 16,275,381 square yards, with a value of \$2,616,337 in the following year. The combined totals of cotton semimanufactures and manufactures represented about 74.7 per cent of the total textile shipments from the United States to Argentina in 1929 and 72.2 per cent during 1930.

• • Additional Surtax on Nicaraguan Imports

THE Nicaraguan Congress passed a bill on May 23, 1931, establishing an additional surtax of one-eighth (twelve and one-half per cent) of the basic duty on all importations. It is understood that the purpose of this additional surtax is to create a fund for the reconstruction of Government buildings in Managua. The bill is now awaiting signature.

The existing surtaxes on Nicaraguan imports are twelve and one-half per cent of the import duty on rice, beans, corn, and flour; fifty per cent of the duty on tobacco and liquors; and a general surtax of twenty-five per cent of the duty on all other importations.

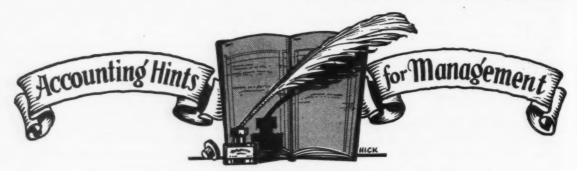
THE BUSINESS MAN AND HIS TRADE ASSOCIATION

(Continued from page 9)

braver, better, more efficient and bigger nation in our economic and our political life than we have ever been before.

Associations Should Assume Leadership

How can we inoculate ourselves and our economic structure with courage, confidence and the will to carry on and through? By leadership, leadership of the individual and leadership of the group. Leadership that calmly and with poise studies and estimates the situation, that with confidence and determination finds and plans the quickest and safest way out of the situation, that with courage follows the path to better things and better times with swift and sure execution. Trade associations have the unity of purpose and thought and continuity of effort and organization to place a firm hand on the rudder of our economic life, to change helpless drifting into a well-charted course. They should, can, and I believe will take over the allimportant work of steering our economic ship out of troubled waters into steadier and safer currents where a normal economic life for this country can be renewed, where a fair field and no favors, a fair wage for the wage-earner and a fair return for capital may once more be assured to every citizen of these United States.



Data contributed by the Hartford Chapter, National Association of Cost Accountants

• Selling Expenses

Costs and expenses pertaining to manufacturing operations have been analyzed with reasonable satisfaction and have been prorated to products or lines by concerns which are endeavoring to follow modern accounting practices. In the past, manufacturing cost was the beginning and end of cost accounting. This was partly due to the apparent difficulties in extending cost studies to other business functions.

The importance of adequately accounting for the entire costs involved in selling and marketing the product is readily acknowledged. In some industries, distribution expenses exceed actual production expenses. Executives are devoting more attention to this phase of their responsibilities and to the reports of accounting departments along this line. Briefly, some of the questions that arise are: (a) The average monthly cost of securing orders; (b) the cost of securing a particular order; (c) average cost of dollar value of orders; (d) number of orders obtained from each territory or district, versus expenses to correspond; (e) which are the more profitable districts; (f) records of individual salesmen or branches?

Another classification of sales expenses that is highly desirable is by lines or products. This, however, is a more involved problem. Some of the difficulties encountered in determining selling costs by lines and products are:

- (1) Bases of prorating general selling expenses over various lines.
- (2) Should new products or weak lines receive any favoritism or partiality?
- (3) Should highly competitive lines receive any favoritism as against big profit lines?

This information should be readily obtainable from periodical reports and supplemental records if the accounting is properly organized.

It should prove to be very valuable to management.

Another approach to the topic is to determine fixed selling expenses, versus controllable expenses. In the latter class is the item of advertising. There are means available for determining the results and relative value of "ads," and the use of the various media. This brief outline does not present solutions to these very broad questions—but rather aims to focus attention on the topic.

● Wage Incentive Talk Available

Copies of the talk on "Wage Incentives" by W. F. Hosford, Vice President of the Western Electric Company, will be available in the near future. Copies may be had upon request. This talk was delivered before the Joint Meeting of Hartford Chapter, National Association of Cost Accountants, and the Manufacturers' Association at the December, 1930, meeting.

• Should Salesmen Know Cost of Product

A prominent sales executive recently declared that his sales organization is never informed as to the factory cost of the products marketed by his concern. He claimed that the Cost Department was accountable to the management for the correct determination of costs; that the management should establish sales policies and prices; and that it was then the function of the sales organization to market the product. This viewpoint of departmental relationship and responsibility is interesting and helpful.

Nevertheless, there are industries where the nature of the products to be sold compels the salesman to be conversant with production costs. Also, in price-cutting campaigns instances have been known of orders being placed by customers with concerns whose prices had been demonstrated to be fair, based upon proper costs.

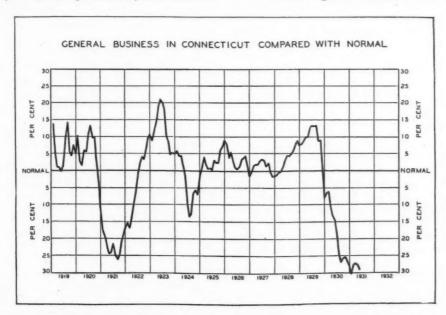
HOW'S BUSINESS

• General Summary

DATA concerning the trend of general business activity in May proved to be somewhat discouraging in view of the fact that a continuance of the recovery experienced in preceding months had been expected. However, too much weight should not be given to the fluctuations of business in any one month particularly at a time like

one group of factories declined slightly, yet in another group of factories for which man-hour data were available, the falling off in activity was not quite as large as usual. Bank debits to individual accounts also advanced moderately.

The outlook for business activity, notwithstanding the May decline, remains unchanged from a month ago. We look for a slow irregu-



the present when we are obviously moving across the bottom of the depression. In the recovery from earlier depressions, sharp set-backs of a temporary nature have not been uncommon and at the present time, no information now available indicates the continuance for any extended period of the May relapse. In analyzing the movements of the components of the Connecticut business curve, we find that the decline in the composite was due principally to a sharp drop in the number of freight carloadings originating in Connecticut cities. The decrease in cotton textile mill activity was small and amounted to but a sixth of the gain realized in the preceding three months. Employment in

lar upward trend until past mid-summer and then a more rapid advance.

Business activity in the United States also suffered a reversal in May. This was indicated by decreases of greater than seasonal magnitude in iron and steel production, freight carloadings, electric power production, bituminous coal production and zinc production. Automobile production fell off only seasonally and preliminary data for June show about the normal seasonal change in activity from May. Cotton cloth statistics were somewhat unfavorable in May. New orders for goods were low and well under production; this resulted in a substantial decrease in unfilled orders but only a small ad-

vance in stocks on hand, the latter still being at an abnormally low level. "Cotton Week," which was widely advertised the first week in June, is reported to have resulted in a considerable increase in new business.

Prices at wholesale and retail continued to move downward during May and the first half of June. Wholesale prices, according to "The Annalist" index, fell off 3% during May due to marked declines in farm products, food products, textiles, metals and building materials. While, on June 9th, the index of wholesale prices declined to approximately the 1913 level, farm products as a group had fallen 13% below that level, textiles 5% below and miscellaneous products 14% below; on the other hand, metals as a group were 1% above the pre-war average, food products 8% above, building materials 20% above and fuels 22% above. The cost of living declined further in May and based on the index of the National Industrial Conference Board was 15% below the peak in 1929 and 39% above the pre-war average. Retail food prices in Connecticut continued to fall, being in May, 25% lower than the 1929 high and 25% higher than in 1913.

• Financial

DURING the four weeks ended June 6th, the number of business failures in Connecticut increased 22% over the corresponding period a year earlier; however, net liabilities of failures fell off 39% from a year ago. New corporations formed declined 23% in number while their aggregate capitalization decreased 42%. Real estate activity turned dull during the month after a substantial increase in the early spring.

• Construction

MAY failed to bring any recovery from the sharp decline in new building experienced in the United States in April. In fact, the value of building contracts awarded in May, on a daily basis and corrected for seasonal variation, fell to another new low for the depression. While contracts awarded during the first five months of this year declined 28% below the total for the same period of 1930 a comparison with 1929 and 1928 gives a truer picture of the depression in the construction industry and shows decreases in 1931 from these years of 41% and 47%, respectively.

• Labor and Industry

MANUFACTURING activity in Connecticut, based on the number of man-hours worked, ex-

perienced the usual seasonal decrease in May. During the past five months activity has been apparently stabilized, except for seasonal fluctuations, at a point approximately 35% below normal. In May, increases over April in the number of man-hours worked occurred in Bristol, New Britain and Hartford due to an increase in the number of hours worked per week, the number of employees in all three cities being somewhat less than in the preceding month. Activity in Bridgeport factories fell off seasonally while, in Meriden and New Haven, the number of man-hours worked declined substantially and in the former city was but slightly more than half the total of a year ago. Employment in factories in Torrington and Waterbury continued to decrease in May. In New Haven, a large manufacturing company announced a wage cut varying from 5% to 10% in accordance with the wage the employee was receiving; some 2,600 employes were effected by the cut. At Groton, the Electric Boat Company was awarded a \$3,000,000 contract to build a new submarine for the United States Government. The company announced that it would add 500 employes to its payroll and that the contract would take more than a year to complete.

• • Trade

SALFS of department stores in the United States during May fell off substantially and the index of the Federal Reserve Board fell to 95 from 106 in April. In New England, department store sales on a daily basis were 11% below a year ago. However, the physical volume of trade, apart from its dollar value, was reported to be greater than last year. Low and medium priced goods sold best. Sales in June have been retarded by rainy weather but sales by the F. W. Woolworth Company for the first week of June were, nevertheless, well above a year ago.

• Transportation

THE number of freight cars loaded during May dropped sharply whereas only a small decline is normal for the month. Loadings of building materials and bituminous coal fell off after correction for the usual seasonal variation while loadings of miscellaneous merchandise decreased by the expected amount. The number of cars loaded with automobiles increased contrary to the normal trend and exceeded May, 1930, by 29%. Data for freight cars loaded during the first week of June indicated a normal seasonal decrease to be taking place.

Materials — Equipment — Buildings

• Materials for Sale

COLD rolled steel in coils, condulets and fittings, remnants of materials - velours, covering velvets, mohair, tapestries, denims, chintzes, and cretonnes, semi-finished and castellated U. S. S. nuts, pulleys, flat and crown face-steel and cast-iron; new shaft hangers, brass wire, brass rods, aluminum tubing, cold drawn steel-mostly hex; miscellaneous lot of material used in the manufacture of

used in the manufacture or molded rubber parts and flooring, knife switches—new and many sizes; carload C. I. drop bases, No. 1025 steel in sizes 4' x 2' and 6' x 2'; lead pipe, lead sheet, acid proof pipe fittings, 124 bars screw stock varying thicknesses and lengths, white absorbent tissue process from cotton, rotary convertor, colors and dyes—large variety, lacquers—several hundred gallons in assorted colors; and soft anneal copper with high silver content in rolls.

• Equipment for sale

LATHES, mills, presses, shapers, counting scales, seamers, dieing machine, wheel trucks, lift trucks, automatic screw machines, threading machines, beaters, folders, shears, headers, treating furnace, annealing furnace, adding machine, draftman's table, safe cabinet, forming rolls, sheet metal machinery, hosiery looms, drilling machine, automatic conveyor, crank ladle, portable core oven drawers, bar folding machine, automatic seamers, dieng machine, dieng ma ing machine, riveting machine, washing machine, electric motors—many sizes; mixing rolls, hydraulic presses, steam motors—many sizes; mixing roins, hydraulic presses, steam tables, car unloader, bronze runner, rapid braider, braider reels, steam engines, motor driven pumps, hydraulic accum-ulator, grindstone, Whiton subber spindles, electric genera-tors, lathe attachment, rubber mills and shafting, board drops, lifter, grinding wheels-large selection; knitting machines-large selection; profiler, gas furnace, filing machine, dipping baskets, extractor or percolator, mixer, tanks, filling machines, compressors, reamers, tube closer, time clock recorders, job recording clocks, Metteo pulley drive, receivers for filter presses, Oliver wire for holding screen on filters, wrapping wire for holding screen on filters, Duro cloth for filter cover, acid proof wire screen, weighing tank for acid, evaporator, extra tubes for evaporator, steam warmer for cafeteria, cooking utensils for cafeteria, filtering carbon barrels, toilet equipment. Blower pans, pressure blower, fans, laboratory pressure cooker, good bent-wood chairs, light-ning mixer and sifter, motor driven powder filling machine, sifting screeens, tables, pipe cutting and thread machine, drying racks on wheels, complete periodigraph clock system, woolen cards, spinning mules, warp beamer, hydraulic extractor, lamp shades, bolt on guider, steel drums, cans assorted sizes, oil ring bearings, tongue and groove machine, saw, chamfer, planer, yarder, doublers, mercerizing machine, pleating down machine, belt stretchers, roll squeezer frames, foxwell air guiders, one complete mercerizing machine, tenter frames chain for Butterworth, Windsor & Jerauld, Mercerizers, miscellaneous mercerizer equipment.

• Factories for Sale or Rent

FOR SALE OR LEASE: One sprinklered factory about 29,000 sq. ft. floor space, two boilers, centrally located in Danbury, Connecticut, known as the Peck Plant. Address

FOR RENT: 2,000 sq. ft. to rent. Heat and light furnished. Especially adapted for assembly work. Under same roof with foundry, machine shop and plating equipment. Address

FOR SALE: Factory buildings 66,500 sq. ft. floor space. Address S. E. 27.

FOR SALE: Chapin-Stevens Plant, Pine Meadow (New

On account of space limitations, the material and used equipment items offered for sale by Association members have not been classified by sizes or usage best adapted. Full information will be given on receipt of inquiry. Listing service free to member

Hartford), Connecticut. Four 60 H. P. water wheels provide cheap power. Brick and wooden buildings, all thoroughly sprinklered.

Fray Plant, Bridgeport, Connecticut, about 35,000 sq factory space in brick buildings all thoroughly sprinklered.

Hancock Avenue, Plant of American Tube and Stamping Company, large three story modern brick building. One large single story brick build-

ing of 24,000 sq. ft., thoroughly sprinklered. Address S. E. 28. FOR LEASE: Completely equipped foundry 75' x 185', two cupolas. Address S. E. 29.

FOR SALE: Brick building of fire-proof construction, 30,-000 sq. ft., on lot with 160' frontage, located at 30 Elm Street, West Haven, Connecticut. Has dock on New Haven Harbor, two elevators, sprinklered and 150 H. P. boiler for heating. Address S. E. 30.

FOR LEASE: Small factory, large store house, water power, one-quarter mile from railroad, and on concrete trunk line highway. Address S. E. 31.

FOR RENT: Single story, 115' x 135', mill type construction, sprinklered and heated. Address S. E. 32.
FOR RENT: 1720 sq. ft., second floor, very light, heated.

Address S. E. 33.

FOR SALE OR LEASE: 14,000 sq. ft. floor space with railroad siding, oil burner heating system. Location 205-209 River Street, New Haven. Also factory site 150' x 300' at Middletown Avenue, New Haven, on the Boston Post Road. Address S. E. 34.

FOR RENT-One brick building 40' x 100', heated, sprinklered, very light and well equipped for manufacturing. Also have another room 60' x 30', heated and equipped with sprinklers which would be an excellent location for a small machine shop or hat shop. Address S. E. 35.

FOR SALE-All kinds of office furniture and equipment, such as typewriters, adding machines, dictaphones, safes, etc. Will be sold at a bargain as it is duplicate equipment from a concern in New Haven which we have bought and which we are now moving. Address C. Cowles & Company, Water and Chestnut Streets, New Haven, Conn.

FOR SALE—1 Dictating Machine; 1 Transcriber; 25 Double Tier Lockers, 12" x 12" x 42", one tier of 5, one tier of 6 and two tiers of 7 preferred. Address R. Wallace & Sons Manufacturing Company, Wallingford, Conn., immediately, giving full description and best cash price.

FOR RENT-The Snow & Petrelli Manufacturing Company of New Haven offer for rent 13,000 square manufacturing space, all on one floor, of their brick mill construction building in New Haven.

For Sale—Services

WANTED-JAPANNING WORK in quantities or job lots, by a progressive Connecticut manufacturer who is equipped to japan small wares either by tumbling or spraying. This company is now japanning aluminum golf tees, upholstering nails, spraying hinges and a variety of screws and other small articles. Address The Patent Button Co., Waterbury, Connecticut.

WANTED-LACQUER WORK. We have facilities beyond our present needs for colored lacquering-spray system. Especially equipped for small work. Address The L. C. White Company, Waterbury, Conn.

WANTED-JOB GRINDING-An Association member seeks jobbing work for their centerless grinder. Address S. E. 24.



This department is conducted for the benefit of members without charge. Information concerning any kind of executive help will be furnished on request

• • Employment Service

MARKETING SPECIALIST—A man of unusual ability with nine years' college training, covering academic, electrical engineering, and advertising and marketing, whose experience has likewise been broad as a lecturer and consultant on marketing subjects, as advertising manager and vice-president of four different advertising agencies and several other equally high caliber assignments, would like to become connected with a large corporation as marketing counsel. He would also consider a small company, if the management is receptive toward change in marketing procedure. Address P. W. 142 for further information.

SALES EXECUTIVE—Successful sales executive in a position to invest a moderate amount of capital, a graduate engineer, with fifteen years sales and executive experience, wishes to associate himself with a concern, fundamentally sound and with good expansion possibilities, as a member of the firm, or would like to hear from concerns in need of sales representation, in regard to turning their sales work over to him on a manufacturer's representative basis. Address P. W. 143.

NINE YEARS' SERVICE IN SOUTH AMERICA—with W. R. Grace & Company have prepared this man to effectively represent some manufacturer or group of manufacturers in that market or render valuable help to a busy export manager here. Immediate importance of position a minor consideration if opportunity is provided for constructive work. American, 35, married. Address P. W. 144.

MANUFACTURING EXECUTIVE—A man of wide experience as a manufacturing executive, who has formerly held such positions as general manager of a truck manufacturing company, assistant factory manager of a motor manufacturing company, and executive positions of merit in several other industrial establishments, desires to locate in a similar capacity with a Connecticut or New England manufacturer. He has been highly recommended by his employers and those with whom he has had business dealings. Address P. W. 145.

PLANT CHEMIST—a Cornell graduate who majored in chemistry, who has had twelve years' experience in two of the largest chemical plants in the country as supervisor and research man, and during the same period been connected with two large oil companies in their chemical divisions, desires to become associated with a Connecticut or New England manufacturer in a similar capacity. References—all former employers. Address P. W. 146.

TECHNICAL EXECUTIVE—A graduate of M.I.T. in chemistry, with graduate work at Harvard; eleven years teaching in a mid-western university, last four as head of the department; twelve years direction of control and development laboratory of one of the largest manufacturers of rubber footwear; two years' sales experience handling testing equipment, desires position along similar lines. Address P. W. 147.

INDUSTRIAL RELATIONS MANAGER—Graduate of two universities, having two years' teaching experience and thirteen years' experience along industrial relations lines, including apprentice training, desires a position with Connecticut or New England manufacturer, either in charge of personnel or apprentice training. Excellent references. Address P. W. 148.

SALES AND SALES PROMOTION MANAGER

—A graduate of a technical school, now in his early
thirties, who has made an excellent record as a plant
analyst, sales engineer, and sales manager, from 1919
to the present, is seeking a connection with a New
England manufacturer after July 15 because of a
reorganization of the firm for whom he is now working. Salary not so important as future possibilities.
Address P. W. 149.

SHIPPING CLERK who has successfully completed the four courses in traffic management offered through the Association's educational department and who has nine years' clerical experience, desires position in traffic department of manufacturing concern. Will start for small salary with a view of advancing as his worth to the company is clearly indicated in terms of savings. Address P. W. 150.

TRANSLATOR—Young woman, translator of French, Spanish and Italian with newspaper and publicity experience, desires position on clerical or editorial staff of foreign trade or other organization where her knowledge of languages will be helpful; has B. A. and M. A. degrees and has done research work in leading University; possesses executive ability and exceptional background of political and economic knowledge. Address P. W. 151.

LONG ESTABLISHED NEW YORK COMBINA-TION EXPORT MANAGER, handling Export Department, two prominent manufacturers tires and trucks, solicits one or two additional lines very advantageous basis. First class references. Address P. W. 152.

• Plant Sales Service

WANTED—TO BUY STAPLE BUSINESS. An old established Connecticut manufacturer desires to purchase outright a small metal working or hardware manufacturing business, to add to present lines. Machinery, raw material and finished stock will be moved to purchaser's factory. Address S. E. 22.

WANTED—MACHINERY MANUFACTURING BUSINESS. An old, established Connecticut manufacturer wishes to purchase a small machinery manufacturing business to be added to present line—business would be moved to purchaser's factory. Send full information to S. E. 23.

WANTED—TO BUY MANUFACTURING BUSINESS—A successful Mid-West manufacturer who has recently disposed of his holdings desires to purchase going manufacturing business in Connecticut or New England. Prefers chemical business but will consider metal stamping or machine line. Address Sales Opportunity.

TRANS. HARTFORD

MOVING ENGINEERS

PROPER EQUIPMENT MAKES DIFFICULT JOBS EASY



CRANES HOISTS TRAILERS WINCH TRUCKS VANS

OFFICE: 171 MORGAN STREET

JUST ASK HOOKER MFG. CO.

TELEPHONE 2-4261



Good Food-Comfort-Peace

are offered in wholesome abundance at this home-like hotel, nestled away on a friendly hill-top above the din of traffic.

Golf Tennis

A big lounge, an open fire, an outdoor living room, the flanking forest, and the coral sunset behind Swimming the Taconics—suggest adventures in contentment.

WAKE ROBIN INN

Lakeville, Connecticut Mrs. Jane Hunter, Hostess Our range of work is wide. We can produce your catalogue or your shop forms to advantage

THE CASE, LOCKWOOD & BRAINARD CO. Printers and Bookbinders

85 Trumbull Street

Hartford, Conn.



Dollar Steamship Lines Inc., Ltd.

Express—Freight Refrigerator-Passenger U. S. Mail Services

"INTERCOASTAL WESTBOUND"

FORTNIGHTLY SAILINGS between Boston, New York, Los Angeles, San Francisco. Cargo for Oakland, Portland, Seattle and all inland destinations subject to San Francisco trans-shipment.

"ROUND-THE-WORLD"

FORTNIGHTLY SAILINGS between Boston, New York, Havana, Colon, Balboa, Los Angeles, San Francisco, Honolulu, Kobe, Shanghai, Hongkong, Manila, Singapore, Penang, Colombo, Suez, Port Said, Alexandria, Naples, Genoa, Marseilles thence New York.

"TRANS—PACIFIC"

WEEKLY SAILINGS between Los Angeles, San Francisco, Honolulu, Yokohama Kobe, Shanghai, Hongkong, Manila.

Dollar Steamship Lines Inc., Ltd.

25 Broadway Digby 3260 NEW YORK 177 State St. Hubbard 0221 BOSTON

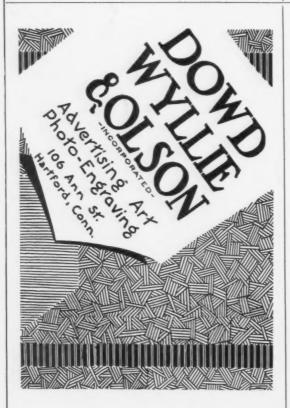
MACHINERY MACHINE PARTS DESIGNING

WE have the complete equipment to handle your machine work on a contract basis. We also maintain a competent engineering department and are prepared to undertake the development, design and manufacture of machinery for any purpose.

GEARS—WORMS—CAMS
OF EVERY DESCRIPTION CUT TO ORDER



THE HARTFORD
SPECIAL MACHINERY CO.
HARTFORD CONN.



PLAN

For Your Fence

NOW



We are distributors for

PAGE FENCE IRON and WIRE

We are also manufacturers of

WIRE CLOTH, DIPPING BASKETS, RUBBISH BURNERS - WIREWORK

The JOHN P. SMITH CO.

NEW HAVEN, CONN.

